Asset Based Community Development
and
Needs Analysis
for
Telecentre Programme
among Orang Asli West Malaysia

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Pos Balar, Gua Musang
Pos Gob, Gua Mustang
Pos Lenjang, Kuala Lipis
Pos Sinderut, Kuala Lipis
Part 1: Asset Based Community Development
Community Engagement and Capacity Building through ICT or Telecentre Programmes among Orang Asli West Malaysia
What is capacity building?

- A formal tool that involves the identification of gaps
- Placing gaps in some type of priority order
- Making decisions on which of the priority needs warrant the attention and resources of the community
Understanding Needs: Needs vs Capacity

A “need” is defined as a gap or discrepancy between an existing state of affairs (what is) and the desired or preferred results (what should be).
Starting with Needs: Is it putting the Cart before the Horse?

When we start with an assessment of local needs, we convey a message that communities and the people who reside within them are fundamentally deficient.

Leaves impression that local people are unable to take charge of their lives and their community’s future.

Deficiency models don’t tend to focus on the development of plans to mobilise the entire community.
## Debates: Needs vs Assets

<table>
<thead>
<tr>
<th>Needs</th>
<th>Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deficiencies</td>
<td>Strength</td>
</tr>
<tr>
<td>results in fragmentation of responses to local needs</td>
<td>builds interdependencies</td>
</tr>
<tr>
<td>makes people consumers of services; builds dependence</td>
<td>identifies ways that people can give of their talents</td>
</tr>
<tr>
<td>residents have little voice in deciding how to address local concerns</td>
<td>seeks to empower people</td>
</tr>
</tbody>
</table>
People and Communities have deficiencies & needs

Individuals and Communities have skills and talents
Begin with Capacity-Development

- Focus within the community - on the people who live there
- Identify capabilities, skills, and assets of local citizens and organisations
- When we uncover local assets, we have a rich reservoir of resources available to address issues of local concern
- Harness local strengths to collaboratively address issues of importance to the community
Community Capacity-Building

- Individual
- Organisation
- Community
John McKnight who pioneered the concept of asset mapping would ask many questions of the thousands of communities he visited:

What have you done that has been successful in your community that you could share with others?
Uncovering Local Assets

The Foundation for Building Stronger Communities
FIVE assets in Asset Based Community Development

- Institutions
- Land
- Economy
- Associations
- Citizens
Community Assets

Kinship

Economic

Association

Politics

Education

Religion
No. 1 asset: Citizens

- The first asset that appears in every story is local residents = citizens
- recognised as an individual
- landowners
- tenants
- employees
Asset Mapping begins with people

- Everyone has talents, skills and gifts relevant to community activities
- Each time a person uses his/her talents, the community is stronger and the person more empowered
- Strong communities value and use the skills that residents possess
Asset Based Community Development says that “people are the answer” the focus is:

- finding who has what assets
- how to connect assets
- how to get people to contribute their assets to help solve problems
Roles for Individuals

- **Leader** – someone that can bring people together to work on an issue

- **Gift Giver** – a person that is willing to contribute their asset to work on an issue.

- **Invisible Person** – a person that has not yet been “discovered” or been convinced to use their assets to help achieve their dreams for or fix their concerns in the neighbourhood.

- **Connector** – an individual that is good at discovering what people care about and where their assets can be used.
Uncovering Potential Leaders

- Every community has leaders
- Many others in the community have attributes that make them ideal “leader” candidates
- These people can become great leaders when engaged and empowered
Create New Avenues of Leadership

- Move from a centralized mode of decision-making to a polycentric approach -- one that involves many centers of leadership
- Helps expand the number of people who embrace community goals
- The polycentric approach requires access to leadership opportunities
No. 2 asset: Associations

Groups of local residents that come together.

- They are not paid
- They care

Technical name: Associations

Example Neighborhood Associations:

- Block Clubs
- Athletic Groups
- Prayer groups

Associations appear in lots of stories about successful communities
Informal Organisations

- May be neighbourhood-based, community-based, or extend outside the community’s boundaries
- Such groups are critical because they involve, empower, and impact local citizens
- Building a community requires a deliberate effort to identify and involve such organisations
No. 3 asset: Institution

Groups of people that gather but are paid to do what they do to produce services

❖ Organized like a triangle - hierarchy
❖ Institutions CANNOT CARE
❖ Three kinds of institutions:
   • For Profit – hospitals & private schools
   • Not for profit – goodwill
   • Government – city hall, library, JAKOA
Capturing Local Institutions for Community Building

- Every community has a variety of public, private, and formal institutions

- Some communities are “institution rich” - others are not

- Too often, local institutions are not connected to local community-building efforts
No.4 asset: Land

The land and everything on it

- Infrastructure
- Buildings
- Streets
- Utilities
No. 5 asset: Economy

- Things that are shared
- Things that are traded
- Things that are purchased
- Things that are exchanged
Part 2: Needs Analysis
Needs Analysis
for Telecenter Development among Orang Asli

Main objectives:

1. to conduct preliminary assessment of actual Information and Communication Technology (ICT) needs and uses in the communities,

2. provides training to all stakeholders (specifically community mobilisers attached to government and non-governmental agencies) on how to carry out community engagement activities when setting up telecentres for community development.
   - Rapport building between development research agencies and target community
   - Community mobilisation
Methodology

1. **FOUR pillars** from multidisciplinary and interdisciplinary approach to understand the local context
   - Socio-cultural dimension
   - Social Capital
   - Politics and Leadership
   - Resource Use
2. Participation techniques - to encourage the local communities

- Build rapport with selected community
- Observation, interviews, focus group discussions
- Practice *local champion*

(eg: TKM workshop for the community, 3rd eBario Knowledge Fair)
3. Qualitative and Quantitative approach

Qualitatif:
- Ethno-methodology, kajian naratif, pemerhatian dan penglibatan dalam aktiviti masyarakat
- Participatory Action Research
- Rapid Rural Appraisal

Quantitatif:
- Survei dasar (baseline)
How?

- Attain this through a multidisciplinary approach for data collection and community engagement/mobilisation

- To understand local context

- Importance of social and cultural environment in technology development

- People’s behaviours, perceptions and attitudes towards technology are all strongly influenced by their social and cultural context
Needs can be much more specific to the geographic area and “social and culture context”

Knowledge gained from political, economic and social culture context is necessary for:

- Inspection whether services truly match user’s specific requirements, expectation and cultural context
- Technologies can be designed/developed to enrich peoples lives
- Understand what role ICT might play and what effects they might have in different context
- Important for planning and design process of telecentre

Therefore, **FOUR research pillars** – equally important for situational analysis of felt and unfelt needs
1. Socio-cultural context covers the everyday life of the people. This includes the cultural practices and social norms that is part of wider community.

2. Focus on: perceptions/attitudes of the orang asli towards peoples, objects and ideas which constantly move between the outside world and the Orang Asli social and economic world, and how and why these newcomers are integrated into or excluded from social relations at the village level.

3. Identify social and cultural changes in Orang Asli life and attitudes, and their ability to generate, coordinate and respond to social change.

4. Look at the characteristics of gender relations among the Orang Asli – gender sensitivity.

5. Identify important local networks and existing communal relations. (example: existing information flows, predominant sources of information)
No. 2: Politics and Leadership Pattern

1. Political Institutions
   - Identify all the political institutions (traditional and modern) at the grassroots level (tok batin institution, JKKK, party branch, NGO, informal groups, etc)
   - Identify the state agencies that deal with the Orang Asli community (federal, state, and district level)

2. Local Leadership
   - Identify the local leaders (traditional and modern), their background, roles, selection, and influence
   - Explain their relations within and outside of the community
3. Power Relations

- Identify the decision-making process within the community (consensus/egalitarian, top-down/socially stratified)
- Identify the power-brokers (different factions within the community)

4. Political Culture

- Growing political awareness?
- Increasing political participation?
- Changing political perceptions and opinions? Perception towards the state (federal and also state)
- Women participation in politics
No. 3: Social Capital

- Identify social-cultural norms of the communities
- Analyse confidence / trust of the within community itself as well as outside the community
- Analyse the types of social networking within a community and outside a community
- Summarise the social capital of each community
No. 4: Resource Use

- Identify the natural resources available to the community – forest, river, land.
- Identify agricultural activities in the community
- Find out the usage and benefits of those resources to the community (example: medicine, crafts, food)
- Find out if there is market for the those natural resources.
- To see whether the communities are able to manage their resources
Negotiations and Discussion with related agencies
KKLW & JAKOA meeting Gua Musang
Part 3:
Community Engagement
Community Engagement: Key Steps

- Identify (map) the assets of individuals, institutions and informal organizations
- Build relationships among these local assets
- Explore how assets can be mobilized to improve local conditions/needs
- Engage the community in visioning and planning (through the whole process)
- Tap outside resources that help advance local improvement efforts
Levels of working together

- Full Collaboration
- Coalition
- Partnership
- Alliance
- Network

- Commitment
- Investment
- Ownership
- Complexity of relationship
First visit to Pos Balar with KKLW & JAKOA
First visit to Pos Gob with JAKOA
First visit to Pos Lenjang with JAKOA
Community Engagement
Building Rapport
Focus Group Discussion
Community Mapping
Kumpulan: Pos Gob.

Punca Pendapatan:

- Padi bukit
- Ubi kayu = 475 org
- Getah = 895 km
- Rotan
- Gaharu
- Ubat Tradisional (Tunggal AC, jcin Fitriana, Pentrimmed, Mohd. Harimau)
- Kaften tanaman

(Sunap, Budi Cenog, Bea, Aqar Arief Husaini, Nana 92)
<table>
<thead>
<tr>
<th>Year</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1988</td>
<td>School closed due to Pos Gob.</td>
</tr>
<tr>
<td>1999</td>
<td>Road in Pos Gob. gets closed for maintenance for 3 weeks.</td>
</tr>
<tr>
<td>2001</td>
<td>Half of road is closed for 3 days.</td>
</tr>
<tr>
<td>2008</td>
<td>New road is built in Pos Gob.</td>
</tr>
<tr>
<td>2009</td>
<td>Construction of new road in Pos Gob.</td>
</tr>
<tr>
<td>2010</td>
<td>Pembinaan Tangki Air oleh KLWL (pump for water)</td>
</tr>
</tbody>
</table>

**Community Timeline (Pos Gob)**
Community Timeline
(Pos Lenjang)
## Community Timeline (Pos Balar)

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970-</td>
<td>Kinabalu N.Sia KL</td>
</tr>
<tr>
<td>1980-</td>
<td>x pevang komunis tanot</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>Jalan tanah nevatt</td>
</tr>
<tr>
<td>2001</td>
<td>Masyarakat Tidak Bepasrah - Rendah</td>
</tr>
<tr>
<td>2002</td>
<td>Betalan air dan solar diberikan kepada masyarakat</td>
</tr>
<tr>
<td>2003</td>
<td>Bencana: Air dan solar diberikan kepada masyarakat</td>
</tr>
<tr>
<td>2004</td>
<td>Sekolah/C Proy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>Sekolah/C Proy</td>
</tr>
</tbody>
</table>

2003 - 2010

- penduduk hidup bebas masyarakat |
- tanah masih tanah nevatt |
-aran penolongan untuk berjalan-jalan |
- pemanca diberikan sekolah |
- 2008 - 2010 duit sekolah diberikan kepada penduduk sekolah |
- 2009 duit sekolah diberikan kepada penduduk sekolah |
- klinik bengkak ditubuhkan |
- bau bakul untuk budak |
- cukup tempat |
## Community Timeline (Pos Sinderut)

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<table>
<thead>
<tr>
<th>Year</th>
<th>Event/Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>1920</td>
<td>Masyarakat Okang Arci, Bertindah-Randah, Dihisabatkan.</td>
</tr>
<tr>
<td>1930</td>
<td>Peperangan.</td>
</tr>
<tr>
<td>1950</td>
<td>Tiada Penentuan Kekal.</td>
</tr>
<tr>
<td>1960</td>
<td></td>
</tr>
<tr>
<td>1970</td>
<td></td>
</tr>
<tr>
<td>1980</td>
<td></td>
</tr>
<tr>
<td>1990</td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td></td>
</tr>
</tbody>
</table>

### 1974
- Sekolah di Usul, dibuka.
- Bankiran dinas,
- Banah tenda
- Banah beli.
- Banah beli.

### 1975
- Banah tukang banah.
- Banah tukang banah.
- Banah tukang banah.
- Banah tukang banah.

### 1980
- Banah tukang banah.
- Banah tukang banah.
- Banah tukang banah.
- Banah tukang banah.

### 1990
- Banah tukang banah.
- Banah tukang banah.
- Banah tukang banah.
- Banah tukang banah.

### 2000
- Banah tukang banah.
- Banah tukang banah.
- Banah tukang banah.
- Banah tukang banah.

### 2011
- Banah tukang banah.
Part 4: Findings
Perception of Social Change

Persepsi Terhadap Perubahan dan Ilmu Baru
The Need of Information (Knowledge)

Corak Penerimaan Maklumat Sedia Ada (%)
Corak Penghantaran Maklumat Sedia Ada (%)
according to Gender ..
Modal Sosial

Organisasi formal: JKKK/ JAKOA/NGOs

Ketua Agama/ Bomoh

Batin/Penghulu

Keluarga

Sentimen kekitaan komuniti
Pemimpin Akar Umbi

Piramid Kepimpinan
Orang Asli
<table>
<thead>
<tr>
<th>Nisbah Responden Menggunakan Tanah untuk Pertanian</th>
<th>Peratusan Responden Penggunaan Tanah untuk Pertanian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pos Gob</td>
<td>77/80</td>
</tr>
<tr>
<td></td>
<td>96.25%</td>
</tr>
<tr>
<td>Pos Balar</td>
<td>134/143</td>
</tr>
<tr>
<td></td>
<td>93.71%</td>
</tr>
<tr>
<td>Pos Lenjang</td>
<td>316/356</td>
</tr>
<tr>
<td></td>
<td>88.76%</td>
</tr>
<tr>
<td>Pos Sinderut</td>
<td>486/539</td>
</tr>
<tr>
<td></td>
<td>90.17%</td>
</tr>
<tr>
<td>Total</td>
<td>1013/1118</td>
</tr>
<tr>
<td></td>
<td>90.61%</td>
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</tbody>
</table>
Jenis tanaman yang ditanam oleh responden di empat Pos

<table>
<thead>
<tr>
<th>Jenis Tanaman</th>
<th>Bilangan Responden</th>
</tr>
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<tbody>
<tr>
<td>Pisang</td>
<td>1,181</td>
</tr>
<tr>
<td>Ubi Kayu</td>
<td>1,077</td>
</tr>
<tr>
<td>Durian</td>
<td>1,041</td>
</tr>
<tr>
<td>Petai</td>
<td>943</td>
</tr>
<tr>
<td>Getah</td>
<td>750</td>
</tr>
<tr>
<td>Tembakau</td>
<td>587</td>
</tr>
<tr>
<td>Padi</td>
<td>506</td>
</tr>
</tbody>
</table>
Kegunaan Hasil Hutan

Hasil Hutan

Flora
- Makanan
- Ubat-ubatan
- Bahan Mentah

Fauna
- Binatang Liar untuk Makanan
- Ubat-ubatan

Alat
Bahan Pembinaan
Bahan Ritual
Kraftangan
Tujuan membuat kraftangan di kalangan komuniti Orang Asli

<table>
<thead>
<tr>
<th></th>
<th>Guna sendiri</th>
<th></th>
<th>Untuk Dijual</th>
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<tbody>
<tr>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
</tr>
<tr>
<td>Pos Gob</td>
<td>69</td>
<td>86.3</td>
<td>11</td>
<td>16.8</td>
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<tr>
<td>Pos Balar</td>
<td>64</td>
<td>46</td>
<td>75</td>
<td>54</td>
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<tr>
<td>Pos Lenjang</td>
<td>271</td>
<td>76.8</td>
<td>82</td>
<td>23.2</td>
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<tr>
<td>Pos Sinderut</td>
<td>361</td>
<td>67.5</td>
<td>174</td>
<td>32.5</td>
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<tr>
<td><strong>Jumlah</strong></td>
<td><strong>765</strong></td>
<td><strong>69.1</strong></td>
<td><strong>342</strong></td>
<td><strong>30.9</strong></td>
</tr>
</tbody>
</table>
Part 5: Implementing Telecentre Programme for Orang Asli (TPOA)
Overview

Stage 1: Initiation

Stage 2: Mobilisation

Stage 3: Building of physical telecentre and related facilities

Stage 4: Sustainability
Stage 1: Initiation

1. Preparatory and Consultation
2. Engagement and consultation with both the leaders and members of the community
3. The location of telecenter in the community
4. Social engagement and consultation with JAKOA
Stage 2: Mobilisation

1. Setting up a taskforce or development committee (steering committee)

2. Engagement of all members of the community

3. Training
   - Training and workshops
   - Management training

4. Engagement with other stakeholders (external participants)
Stage 3: Building of physical Telecenter

1. Construct or renovate physical building as Telecenter
2. Installation of Telecenter facilities
3. ICT Training for the community
4. Local capacity building
Stage 4: Sustainability

1. Strengthen confidence building
2. Continuous engagement
3. Mentoring of next generation of Youth
4. Exploration of self-financing sustainability
5. Develop new coping strategies
6. Agricultural development
Community Participation Cycle

Social Mobilization

Sustainability

Ownership

Monitoring & Evaluation

Implementation

Planning

Decision Making

Community Responsibility

Networking

Capacity Building

Organization Building

Community Participation Cycle
TPOA Infrastructure Development and Community Development Programmes
### Infrastructure Development

<table>
<thead>
<tr>
<th>Service</th>
<th>Contact Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telecentre Development</td>
<td>AP Dr Al-Khalid</td>
</tr>
<tr>
<td>Energy Supply</td>
<td>AP Dr Al-Khalid</td>
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<tr>
<td>Telecommunication</td>
<td>AP Dr Tan CE</td>
</tr>
<tr>
<td>Information System Design</td>
<td>AP Dr Tan CE</td>
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<tr>
<td>(ICT Components)</td>
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</table>

### Community Development Programmes

<table>
<thead>
<tr>
<th>Category</th>
<th>Contact Person</th>
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</thead>
<tbody>
<tr>
<td>Training</td>
<td>Dr Peter Nwanesi</td>
</tr>
<tr>
<td>Education</td>
<td>Dr Sharifah</td>
</tr>
<tr>
<td>Agribusiness</td>
<td>Dr Goy</td>
</tr>
<tr>
<td>Indigenous</td>
<td>Nicholas Gani</td>
</tr>
<tr>
<td>Knowledge</td>
<td></td>
</tr>
<tr>
<td>Tourism</td>
<td>Tracy Peter</td>
</tr>
<tr>
<td>Health</td>
<td>Dr Ashley</td>
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</tbody>
</table>

### ICT Platforms (OA Gateway)

- Web Portals
- eLearning
- CD ROM
- eCommerce
# Community Development Programme: UNIMAS Research Teams

<table>
<thead>
<tr>
<th>Programme</th>
<th>Training</th>
<th>Health</th>
<th>Education</th>
<th>IDK</th>
<th>Tourism</th>
<th>Agribusiness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mentor</td>
<td>Dr Mohd Faisal</td>
<td>Dr Mohd Faisal</td>
<td>Dr Poline Bala</td>
<td>Dr Poline Bala</td>
<td>Dr John Phoa</td>
<td>Dr John Phoa</td>
</tr>
<tr>
<td>Leader</td>
<td>Dr Peter Karubi Nwanesi</td>
<td>Dr Ashley Roy Soosay</td>
<td>Dr Sharifah Sophia Wan Ahmad</td>
<td>Nicholas Gani</td>
<td>Tracy Peter Samat</td>
<td>Dr Goy Siew Ching</td>
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<tr>
<td>Locations</td>
<td>Site Leaders</td>
<td>Community Development Programmes</td>
<td></td>
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<tr>
<td>Pos Balar, Kelantan</td>
<td>Ms Juna Liau</td>
<td>Training, Education, Health, Agribusiness</td>
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<tr>
<td>Pos Gob, Kelantan</td>
<td>Dr Peter Karubi Nwanesi</td>
<td>Training, Education, Health, Tourism, Indigenous Knowledge</td>
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<tr>
<td>Pos Lenjang, Pahang</td>
<td>Mr Jayapragas</td>
<td>Training, Education, Health, Tourism</td>
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</tr>
<tr>
<td>Pos Sinderut, Pahang</td>
<td>Dr Wong Swee Kiong, Bemen Wong Win Keong</td>
<td>Training, Education, Health, Agribusiness, Indigenous Knowledge</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
Thank you.