

LCDAs Insights

ISSUE 1 Jan-June 2021

Integrity

HOW YOU CAN PROVIDE INFORMATION?

In Focus

Smart Farming

Gallery

Progressive
Together



e-Insights
SCAN ME

*New Journey
New Challenge*

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Issue 1 - Jan - June 2021

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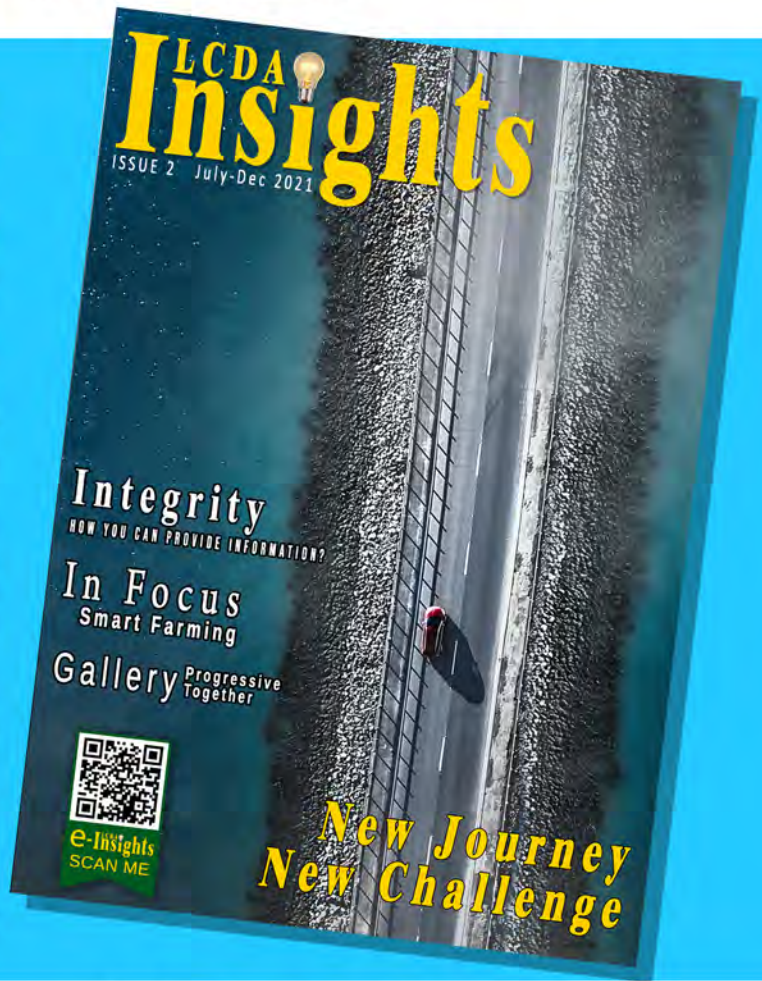


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Strong Together

Aspiration

From General Manager

I'm about looking for a new way of LCDA executing business. The restructuring exercise in November 2019 is a turning point for LCDA to move more robustly in business, whether in commercial or socio-economic projects. The restructuring exercise involved the consolidation of several companies and the establishment of two (2) new subsidiary companies, namely LCDA Agri Business Sdn. Bhd. (LABSB)) and) LCDA Real Estate Sdn. Bhd (LRESB). LABSB will focus on managing the agriculture sector and business in the property sector will be managed by LRESB. LCDA Holdings Sdn. Bhd (LHSB), formerly known as Pelita Holdings Sdn. Bhd. will provide corporate services to the two newly established companies.

Another initiative by the management is the establishment of LCDA's Balance Scorecard (BSC) and BSC for LHSB, LRESB and LABSB. BSC is a business performance management and performance measurement system combined. The Balanced Scorecard becomes an effective tool to ensure organisational alignment, to improve communications, achieve much stronger strategic planning and ultimately lead to a better performing organisation that is in-tune with its business strategy.

I would also like to emphasize on the importance of adopting and manifesting LCDA's corporate values such as Integrity, Professionalism, Teamwork, Customer Focus, Sense of Urgency and Environmental Conscious in our daily works. Together we strive for the success of the organization and ourselves.

Finally, I'd like to thank the dedicated members of our Editorial Team as well as the writers to LCDA Insights for their contributions to the publication of this first issue.

To the readers, I'd want to express my gratitude and encourage you to keep sending us your valuable input and suggestions for future improvements to LCDA Insights.

Keep inspiring us, LCDA community.

Thank you to editorial team

Monaliza Zaidel
General Manager
Land Custody & Development Authority



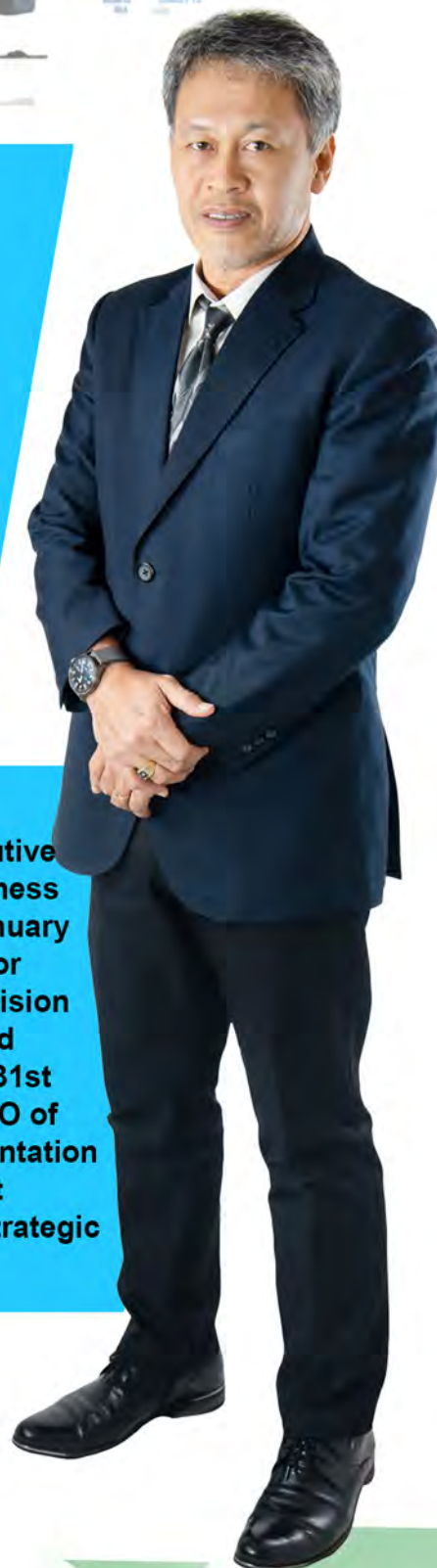
Management Profile

Our Leaders



Monaliza Zaidel

was appointed as the General Manager of Land Custody and Development Authority (LCDA) cum Chief Executive Officer (CEO) for LCDA Holdings Sdn Bhd (LHSB) with effect from 1st January 2020. She was previously the Deputy Chief Executive Officer (DCEO) for Property Sector of Pelita Holdings Sdn Bhd (PHSB) from 2017 - 2019. Currently, as CEO of LHSB, she is responsible for the entire operations.



Idris Ibrahim

was appointed as the Chief Executive Officer (CEO) for LCDA Agri Business Sdn Bhd with effect from 15th January 2020. He was previously the Senior Manager of Risk Management Division (RMD) for Pelita Holdings Sdn Bhd (PHSB) from February 2013 until 31st December 2019. Currently, as CEO of LABSB, he oversees the implementation of LABSB's vision, mission whilst deliberating its operational and strategic plans.

LCDA Holdings Sdn Bhd



Wan Abu Bakar Wan Hamid
Deputy Chief Executive Officer



Kamri Ramlee
Senior Manager
Legal and Secretarial Division



Bibi Umizah Osman
Senior Manager
Land Management Division



Haizawati Fadillah Hamzah
Senior Manager
Human Resource Division



Zaharah Mahdi
Senior Manager
Internal Audit Division



Saiful Bahari Amra Ramly
Senior Manager
Corporate Affairs Division



Lisa Nadhirah Hamid
Senior Manager
Corporate Finance Division



Ayub Zaini
Manager
Internal Audit Division



Lee Lei Lih
Manager
Legal and Secretarial Division



Sapheri Rosli
Manager
Corporate Affairs Division



Yusuf Bujang
Manager
Human Resource Division



Rodiyah Sapiee
Manager
Risk Management Unit



Khuzaimah Suut
Manager
Corporate Finance Division



Suhamie Daud
Manager
Information, Communication
and Technology Unit

LCDA Agri Business Sdn Bhd



George Lentton Indang
Deputy Chief Executive Officer



Ahmad Tamidzi Ismail
Senior Manager
Plantation Controller



Faizal Jublee
Senior Manager
LCDA owned Plantation, SSSED &
Sago Plantation



Abdul Rashid Abdul Kassim
Manager
Southern / Coastal Region



Harris Tidan
Manager
Central II Region



Sebastian Baya
Manager
Northern Region



Netty Narawi
Manager
Finance, Project &
Participant Data Compilation



Rosma Suleiman
Manager
Ladang Rakyat &
Ladang Sejahtera



Mohamad Rasdi Bahar
Manager
Aquaculture / Land Lease
& Rental / Logging



Reynold Petrus
Acting Manager
Central I Region

LCDA Real Estate Sdn Bhd



Davidran Somasundiram Prakasam
Deputy Chief Executive Officer



Allan Michael Rimong
Senior Manager
Engineering Division



Joehari Iskandar
Manager
Engineering Division



Belinda Chan Siok Ling
Manager
Engineering Division

NEW BUSINESS IN GROWING COMPANY

by Saiful Bahari Amra Ramly



Restructure

In line with LCDA restructuring exercise in year 2019, one of the Strategic Outcome in LCDA Strategic Plan and Scorecard 2020-2022 is to increase in revenue from year to year from the diversify and expand business activities from its main subsidiaries namely LCDA Holdings Sdn Bhd (LHSB), LCDA Real Estates Sdn Bhd (LRESB) and LCDA Agro Business Sdn Bhd (LABSB). The number of new businesses established will be measured as a Strategic Key Performance Index (KPI) in year 2021. The objective of this KPI is to enhance LCDA business growth and avoid reliant on property and plantation development.

Survival

In business, growth is crucial to the long-term survival of LCDA especially in the uncertain, competitive and robust current global market. Generally, the growth may help LCDA to acquire assets, attract new talent and fund investments which contributing to business performance and profit.

Growth can be good for business for many different reasons. For example, it may allow LCDA to:

- take advantage of new opportunities
- expand the current corporate services and products
- attract more partners/clients/ customers
- increase sales in property
- scout talent

Establishment

LCDA was established under LCDA Ordinance, 1981 as a state-owned statutory body with the aim to facilitate the State's socio-economic transformation through land development. The two (2) core businesses of LCDA are property development and plantation development. Since its inception in 1981, LCDA has evolved progressively and consistently, aligned with the State government's effort to promote economic development in both rural and urban areas across the State.

Reputation

Growth can also boost the business's reputation, broaden the services, increase financial stability and profits. However, to be successful and sustainable, business growth has to be strategic and happen for the right reasons. There is no one way to grow a business. LCDA may want to expand size of the project area, form business partnerships, diversify existing products and services or explore other business growth strategies.



Profitable

Rosma Suleiman

Restructuring exercise is about the transformation of businesses planning and implementation into more strategic and profit-oriented. For a smoothness of operations, strong commitment and participation from all staff is required. There shall be no bosses' attitude, but one who holds the position must have a strong leadership, professional and integrity characters. Looking forward for more businesses for the companies with consideration all factors to ensure sustainable and profitable organization.



Adaptability

Nancy Samuel Bulai

In my opinion, changes in the business world are among the hardest for a company to withstand, especially throughout the COVID-19 Pandemic, which is affecting the entire world. As a result, adaptability has become one of the most critical corporate abilities. When things go wrong, you must be able to immediately change course to survive. Organizational reorganisation is one of the most difficult changes a corporation can make. As a result, restructuring takes place, and it usually affects a large portion of a company's operations, including everything from products to personnel to ownership to the company's original goal and strategy. It is hoped that by restructuring, the organization's performance will be both efficient and productive.



Modernized

Nur Farahasheela Bohari

Through restructuring, the company is more focused, more efficient, modernized entity and can promote productivity in some ways.

COMPANY RESTRUCTURING What They Say?



Effective

Julian Join

Subject to a challenging and competitive working environment, it is the right time for LABSB to do restructuring exercise within its strategic business undertaking and planning. In achieving this, BSC was introduced as one of the tools to align on company Strategic Business Objective. BSC effectiveness lays the contrite effective and sensible way that should be adapted, followed and practiced by all staff.

In-order to have effective BSC that can lead to a successful business, it must involve serious commitment and participation amongst all bottom-up staff. Working along in undertaking the business, require good leadership and ideas from the top management and strong teamwork within all staff in making decision. Having said that, all staff must able to change their mindset and working mentality in coping with new and challenging working entities and lastly to have strong sense of integrity within thyself toward LABSB BOLEH.



Diversification

Nina Davina Morshidi

LCDA restructuring exercise is a great opportunity for LCDA and its group companies in terms of diversification of business as it gives and opportunity to expand in any field be it in real property project, agri business project and other related field that equivalent. With this restructuring exercise, it hope that LCDA and its group companies able to be leading agency in the State of Sarawak. Thus, enable to stimulate Sarawak's economics growth.

Integrity

*“Integriti ini datang dari lubuk hati dengan nilai diri tinggi menyebabkan kita tidak akan melakukan kesalahan kerana percaya **ALLAH MELIHAT SETIAP PERBUATAN**. Kalau ada pendekatan sebegini akan timbul rasa tanggungjawab dalam diri seterusnya segala perbuatan akan bersandarkan peraturan seperti menepati masa”*

*Dipetik dari Majlis Amanah Perdana Integriti
11 Februari 2019
di Penview Convention Centre Kuching*

THE HONOURABLE
DATUK PATINGGI (DR) ABANG HAJI ABDUL RAHAMAN ZOHARI BIN TUN DATUK
ABANG HAJI OPENG
CHIEF MINISTER SARAWAK

How You Can Provide INFORMATION?

by Hj Yusuf Bujang **to MACC**

- ☒ Go to the nearest MACC office
- ☒ Contact MACC at 03-88867000 or toll free line 1-800-88-6000
- ☒ Write to any MACC office and send to P.O.Box 6000; postage no required
- ☒ E-mail MACC at : info@sprm.gov.my
- ☒ MACC website : www.sprm.my

Duty Report Bribery

Any person who fails to report request or receipt of a bribe can be fined RM 100,000 or imprisoned 10 years

Any person who fails to report offeror giving of a bribe can be fined RM 10,000 or imprisoned 2 years

Section 25(2) and (4) of the Malaysian Anti Commission Act 2009

Duty Report Bribery

Provide information with the following details:

- Date, time and place of incident.
- The people involved in the incident or transaction.
- Witnesses who know about or saw the incident.
- Relevant documents
- Amount of money/gifts/services or other matters involved.
- Other details like account number, receipt, identity card number, car licence plate, house address, office address or identity of the person involved.



Protection of Informers

The informers identity is protected and will not be revealed in any court of law

All matters related to the identity of the informer shall be obliterated (destroyed), concealed and will be kept confidential.

Section 65 (1) and (2) of the Malaysian Anti-Corruption Commission Act 2009



Offence of Providing False Information

Any person who gives any information knowing that it is false, commits an offence.

If convicted, the person is liable for imprisonment for a term not exceeding 10 years and a fine not exceeding RM100,000

Section 65 (3) of the Malaysian Anti-Corruption Commission Act 2009

SPRM Office



SPRM SARAWAK

Kompleks Pejabat SPRM Sarawak, Lot 3894,
Jalan Laksamana Cheng Ho,
Peti Surat 6000, 93350 Kuching, Sarawak
Tel : 082-467701 / 467702 Fax : 082-467720



SPRM Sibu Branch

Pejabat SPRM Cawangan Sibu, Blok 3,
Tingkat 7, Wisma Persekutuan,
Jalan Persiaran Brooke, Peti Surat 6000,
96008 Sibu, Sarawak
Tel : 084-311982 / 321982 Fax : 084-320968



SPRM Bintulu Branch

Pejabat SPRM Cawangan Bintulu, Tingkat 2
Wisma Persekutuan Fasa II,
Jalan Tun Razak, Peti Surat 6000, 97008
Bintulu, Sarawak
Tel : 086-316200 Fax : 086-316350



SPRM Miri Branch

Pejabat SPRM Cawangan Miri, Tingkat 2, Blok
A, Fasa 2,
Bangunan Persekutuan, Jalan Cahaya
Lopeng, Peti Surat 6000,
98008 Miri, Sarawak
Tel : 085-415404 / 415405 / 439710 Fax:



SPRM Limbang Branch

No. 125, Jalan Fisher,
98700 Limbang, Sarawak.
Tel: 085-214107 / 085-214117 Fax:
085-214151

Article In Focus

Smart Farming

The Future of Agriculture Technology

by Evelyn

According to a new market intelligence report by BIS Research, the global smart farming market is expected to reach \$23.14 billion by 2022, rising at a compound annual growth rate (CAGR) of 19.3% from 2017 to 2022.

The market growth is primarily attributed to the increasing demand for higher crop yield, the growing penetration of information and communication technology (ICT) in farming, and the increasing need for climate-smart agriculture.



The Growing Use of Smart Farming Worldwide

In the coming years, smart farming is projected to create a massive impact on the agricultural economy by bridging the gap between small and large-scale businesses. The trend is not only pertinent in developed countries — developing countries have also realized its immense importance as well.

In countries such as China and Japan, wide-scale deployments of smartphones and internet of things (IoT) systems have led to a rapid adoption of precision agriculture solutions. The governments of several countries have also realized the need for, and the advantages of these technologies, and

thus, their initiatives to promote precision farming techniques are expected to drive the growth of the market further.

However, such revolutionary changes in farming practices not only come with opportunities but also certain challenges which prove to be a restraint in the growth of the market. The awareness and knowledge about newer agriculture technology are yet to spread extensively, especially in emerging countries.

Types of Precision Agriculture

According to the report, in 2017, the hardware systems solution segment held more than 72% of the total global smart farming market. The precision crop farming application currently holds the largest market share of over 31%.

Companies in the market offer a variety of solutions for several types of precision crop farming applications such as precision irrigation, yield monitoring and forecasting, variable rate application, crop scouting, and recording keeping, among others.



Precision irrigation products have been a major contributor to the large market share of precision crop farming. With the growing need for the appropriate use of agricultural inputs, variable rate application products in the market are expected to propagate the growth of the precision crop farming market in the next five years.

The introduction of autonomous milking robots into milk harvesting is expected to augment the growth of smart agriculture in

the livestock sector. In addition, growing urbanized areas and the increasing demand for fresh agricultural produce all year round shall propagate the growth of indoor farming.

Aquaculture is also witnessing greater integration of aquaculture management software for the efficient breeding of aquatic species.



Where Precision Farming Is Taking Off

Regionally, North America is at the forefront of the global smart agriculture market, with high market penetration in the U.S. However, Mexico is expected to have the highest market growth in the coming five years.

The Asia-Pacific region is projected to display the fastest market growth from 2017 to 2022. The region presents an immense scope for market development, owing to the increasing urban population size, growing market penetration of internet in farm management, and favorable government investments. Moreover, the presence of economically advancing countries such as India and China are expected to make the region a primary part of the growth of precision agriculture in the upcoming years.

Automated Farming Trends

A change in the global aging demographic has triggered the adoption of automation in farming practices. Automation and control systems manufacturers have witnessed a

definite surge in their sales due to this profound change in the farming industry.

Over the past five years, agricultural robots have also been incorporated into farming operations as they treat soil and crops selectively as per their requirements and reduce the need for manual labor. UAV/drones generated the highest revenue amongst all agricultural robots utilized in smart farming. The majority of robot deployment was done for crop management.

Source:

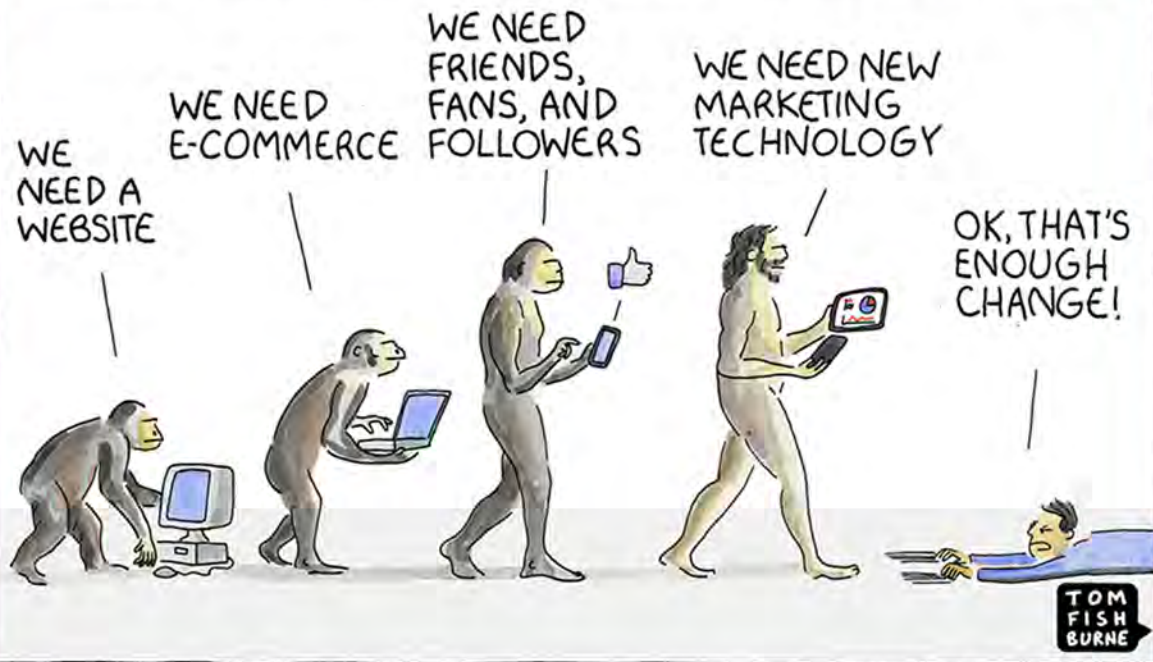
<https://blog.marketresearch.com/smart-farming-the-future-of-agriculture-technology>



The HUMOUR CORNER

by Nancy lets have HAPPY heart

EVOLUTION OF DIGITAL TRANSFORMATION



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8 TYPES OF CORPORATE APOLOGIES

MISTAKES WERE MADE.



NON-APOLOGY

SILENT TREATMENT

LET'S CALL IT "RE-ACCOMMODATE."



CORPORATESE

CONDITIONALLY
WE'RE ^ SORRY ^
NOTWITHSTANDING, THIS
DOES NOT CONSTITUTE A
STATEMENT OF LIABILITY.

LEGALESE

IT WAS SOMEBODY
ELSE'S FAULT.



FINGER POINTER

AT LEAST
WE'RE
NOT UBER.



DEFLECTION

WE DEEPLY REGRET
THAT THIS HASN'T
BLOWN OVER.



FAUX-SINCERE

WE APOLOGIZE
FOR OUR
PREVIOUS
APOLOGIES.



REDO

TOM
FISH
BURNE

©marketoonist.com

Source: Tom Fishburne
(<http://www.marketoonist.com/2017/04/corporateapologies.html>)
Date : 19.08.2020 (8.53am)

LCDA PRIHATIN

PROGRAM KHIDMAT MASYARAKAT
by Ejam & Nancy

RAMADHAN CHARITY CONTRIBUTION: DARUL HANA

Land Custody and Development Authority (LCDA) through its Ramadhan Charity Contribution have presented donations to the needy comprising of senior citizens, the disabled and orphans. A total of 192 recipients from Kampung Seberang Hilir have received the Ramadhan Charity Contribution presented by LCDA General Manager and witnessed by the Assistant Minister in the Chief Minister's Department (Islamic Affairs DBKU) and Pantai Damai State Assemblyman YB Datuk Dr. Haji Abdul Rahman Haji Junaidi.



Majlis Sumbangan Aidilfitri Darul Hana kepada 16 Penerima Kampung Semarang, Kuching



Majlis Sumbangan Aidilfitri Darul Hana 2021



Program Sumbangan MFSB kepada Masjid Darul Ihsan di Surau An Nur, Kampung Semarang, Pusa



Program Sumbangan MFSB kepada SK Rantau Panjang dan Rumah Panjang Chabu Rantau Panjang Sibul serta SMK Batang Igan, Dalat



Sumbangan MFSB kepada St Luke's Chapel di Kampung Serayan Hulu Lundu



Sumbangan MFSB kepada St Elizabeth Catholic Church Kampung Ampungan, Serian



Sumbangan MFSB Gereja Kampung Munggu Kopi Serian



Penyampaian Sumbangan Laptop terpakai LCDA kepada SK Pulo, Kuching



Penyampaian Sumbangan Laptop terpakai LCDA kepada MRSM Kuching



Penyampaian Sumbangan Laptop terpakai LCDA kepada SK Matu Baru, Kuching



CASH AND FOOD AID TO FLOOD VICTIM: DARUL HANA

Land Custody and Development Authority (LCDA) have extended its helping hand in presenting cash assistance to 12 villages in Darul Hana development which have been affected by the flood. Prior to this, food aid pack has been distributed to 36 families which have been place at a temporary evacuation center in SK Matu Baru.



Penyampaian Sumbangan Mangsa Banjir di Dewan SK Matu Baru Kampung Bintawa Hulu



RIMBUNAN KASEH COMMUNITY PROGRAM: ROCK MELON FRUITS

As to support the State Government initiative to uplift community-based projects in rural area, Rimbunan Kaseh community economic program in Sundar (Lawas) has successfully produced one of the best rock melon fruits. This project is being administered by Land Custody and Development Authority (LCDA).



THE
World
IS WAITING FOR YOU
**GOOD LUCK.
TRAVEL SAFE.
Go!**

- Phil Keoghan


**LCDA
Insights**



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Jalan Satok, 93400 Kuching, Sarawak



082 235 944



082 236 001



www.lcda.gov.my

CASTAWAY WITH CRYSTAL