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EVALUATION STUDY  
ON  
**THE YOUTH INVITATION  
PROGRAMME**

(1984 - 1997)

A Study Report

By



Persatuan Alumni Program Persahabatan Abad ke 21

ASEAN-Jepun, Malaysia

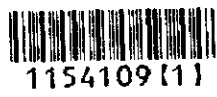
*The Alumni Of Friendship Program For The 21<sup>st</sup> Century Asean - Japan, Malaysia*

**(PAMAJA)**

*with cooperation from*

Look East Policy Section, Public Services Department (PSD) of MALAYSIA

25<sup>th</sup> March, 1998



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## **FOREWORD**

The Friendship Programme for the 21<sup>st</sup> Century has been accepted by the member countries participating in the Program as an important platform to enhance and improve relationships for the young generations of today as well as to create a better understanding among one another. With a much improved communications infrastructure, time and distance shortens very rapidly so much so that it makes people felt distant places are near to go. What is important in all these will be the closeness how one regards for their relationship and understandings.

The Friendship Program since implementation last 13 years ago, had been neatly designed where participants are properly selected to represent their societies. Many have gone and come back with changes and improvement in their life as well as career. Many have considered this program as a 'transformer program'. However, how well could they sustain the warmth of the friendship that have been established through the Program, is the outcome every planner and implementers of the Program would like to know. For the ex-participants in Malaysia, an association was set-up to look into sustaining and enhancing these friendship spirit that have been brought back. Invaluable experience and life values could be disseminate and shared with others in order to bring about changes of improvement to the people and societies. But there need to be a platform for all these to be realized. From here, **PERSATUAN ALUMNI PROGRAM PERSAHABATAN ASEAN-JEPUN ABAD KE 21, MALAYSIA** or short called **PAMAJA**, and in English is *The Alumni of Friendship Programme for the 21<sup>st</sup> Century ASEAN-JAPAN, Malaysia*, was set-up.

This association was set-up in 1986 as a registered association under the Registrar of Societies Malaysia. In support for the Friendship Program and to ensure the achievements of its objectives, this survey was conducted to assist the study which JICA is carrying out. A letter dated 2.12.1997 from JICA was sent to PAMAJA to jointly assist JICA in carrying out an Evaluation Study on the Youth Invitation Programme in the ASEAN countries, Malaysia in particular. PAMAJA agreed and is indeed very grateful to JICA for their confidence and support for allowing us to participate and contribute our effort to this survey.

The survey was conducted by a special research committee formed under PAMAJA main Committee but the members are selected from those who are involved in research projects in their respective office and posses research analysis facilities. In addition to this PAMAJA also seek the cooperation and assistance from organization that can assist in consolidating this evaluation study.

It is not only the host and the implementers or coordinators that would benefit from the findings of this survey but also the beneficiaries of the Friendship Program, namely the ex-participants and PAMAJA. This will enable PAMAJA to look into her present course of development as well as determining her future courses towards achieving the respective objectives both at national platform as well as ASEAN platform. To all parties involved, we express our sincere warmth thanks and gratitude for all the assistance rendered for the purpose of this evaluation study.

It is hoped that the findings could be of help to relevant agencies in planning, implementing and evaluating the Program to eventually achieve their envisaged aim - the oneness feeling of a neatly fostered friendship among the people in the participating countries especially this ASEAN region.

*Tomodachi de Itsumademo!*

*Kind regards,*

**PAMAJA, MALAYSIA**

Kuala Lumpur

March 1998

**PERSATUAN ALUMNI PROGRAM PERSAHABATAN  
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**1.1 THE FRIENDSHIP PROGRAMME**

The youth of today will form the main matrix of the society in the century to come, the 21<sup>st</sup> Century. Among them they would choose their leaders that will lead them through the century. On their shoulders lie the task of future nation-building. With that high expectation, there is a need to nurture them in the right way and give them the right exposure to understand the pattern, norm and behavior of the society, both at home and internationally. Thus there is a need to develop trust and friendship among this potential leaders.

Mutual trust and friendship could not be developed without giving them the opportunity for them to get to know and to interact with each other. Hence, the opportunity must be created to that effect. THE FRIENDSHIP PROGRAMME FOR THE 21<sup>ST</sup> CENTURY attempts to provide such opportunity for a selected youth from various countries to get to know each other, to interact and to experience the lifestyle of the other society. Under the Program, which is fully funded by JICA, selected youth with potential leadership, visit Japan to represent their society to foster closer relationship with their Japanese counterparts.

**1.2 THE OBJECTIVE OF THE PROGRAM**

The objective of the Program is to invite selected youth from Malaysia and other countries who will shoulder the task of a nation-building, to visit Japan. Through this opportunity it is hoped that they will interact, share and experience and discuss issues of common interest, with their counterparts from Japan and other countries. It is anticipated that from such a close and personal contracts, a long-lasting relationship of shared peace and prosperity based upon mutual understanding, trust and eventually friendship will be fostered among them and eventually, their societies.

### **1.3 THE STUDY**

Realizing the importance of the Program in a nation-building and the role these selected youth are expected to play, there is a need to evaluate the effectiveness of the Program in achieving its underlying objective especially after its implementation in the last 13 years. It is therefore the purpose of this survey to get the necessary feedback from those selected to participate and to represent their society's opinion in this evaluation study. A letter dated 2.12.97 from JICA was sent to PAMAJA requesting the assistance of PAMAJA to jointly carry out the study among the ex-participants on the Youth Invitation Program. An agreement was endorsed between JICA and PAMAJA so that the survey can be carried out by PAMAJA. To PAMAJA, this is a crucial platform to find out the effects of the Friendship Program towards her members. It also provide an opportunity for PAMAJA to suggest future possible directions while meeting the needs of the country as well as to place PAMAJA in an appropriate role in assisting the development of Malaysia.

### **1.4 THE OBJECTIVE OF THE STUDY**

Generally, the objective of the study is to evaluate the Friendship Programme with a view to evaluating the achievement and impacts of the program. More specific, the study intends to the followings:

- 1.4.1 To evaluate achievements and impacts of the Friendship Programme in Malaysia.
- 1.4.2 To make suggestion for the programme content.
- 1.4.3 To make suggestion for the alumni activities and JICA support system.
- 1.4.4 To guide the general direction of the program in the future.

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The Friendship Programme for the 21<sup>st</sup> Century had been participated by the member countries as an important vehicle to foster friendship among the young citizens of today who are future potential leaders. With a much improved telecommunication and transport systems, time and distance to travel 'shrink' very rapidly so much that it would not take much time for people from far distant places to gather. What matter most will be the closeness, nearness and friendliness of their relationship.

After many years of implementation, there rise a need for an evaluation to be carried out to look into the impact of the programs. As of today more than 1,800 Malaysian citizen had participated in this program which an estimated amount of more than RM 14.4m had been spent. Thus, this appropriately calls for an evaluation to study its impact and benefit as well as to improve the programme wherever necessary.

Realising this needs, on 2.12.97, PAMAJA received a letter from JICA requesting the assistance of PAMAJA to assist JICA to carry out an Evaluation Survey of the Youth Invitation Programme among the ex-participant and to utilize the results of the study for the improvement of the activities of the programme for the future. An agreement was endorsed between JICA and PAMAJA on the 19.1.98 for this survey to be carried out and it was funded by JICA.

A research team was formed among PAMAJA members who are from the related field and continuously involved in carrying out research work. The study began from the 22.1.98 after the agreement was endorsed.

The study was conducted in 2 phases where each phase gave different focus of study. They are:

**a) Phase 1 - Quantitative Survey**

This phase was mainly to obtain the general pattern of response and to make some generalization of the overall situation. The stratified random sampling was carried out among PAMAJA members based on their current valid contact addresses. The drop and pick technique of translated questionnaires for data collection was used. The SPSS's statistical software was used for the data analysis and interpretation.

**b) Phase 2 - Qualitative Study**

This phase was more in-depth and elaborated with the intention to study the specific issues of certain topic. The study practises Focus Group Discussion as a main technique for qualitative data collection. A total of four focus group discussion were held.

For the early part of the implementation for whole program, the study reveal that the initial stage in the selection of the participants are orderly acceptable. However, the strategy of the interview may have to be reviewed to avoid some irrelevancies in the selection of participants. This is evident from a small percentage of participants who regard the program as a holiday treatment. There are even indication of the existence of participants who do not even bother to appreciate the objectives of the programme. This indicator was obviously stressed by a number of participants in the focus group discussion.

Many agreed that the Team Building Orientation conducted by PAMAJA should remain as well as the Pre-Departure Orientation before departing. Even though the Pre-Departure Orientation week is short, most participants felt that by lengthening

the period of orientation may not be the solution. What majority of them would like to have was to have more time for the Japanese lesson.

The orientation and seminar in Japan are a matter of priority and preferences. While some participants felt that the orientation in Japan is redundant, others thought otherwise. Likewise, there are participants who commented that the seminar is too monotonous and there is more room for significant improvement to make it more effective.

With regard to the technical field or site visit, there are not much benefit revealed by participants. Some commented that the visit was not much related to their profession. Perhaps a little review on this field visit should be carried out to increase its relevancies.

It is not quite possible to have an overall opinion of the participants with regards fostering friendship during the programme in Japan. However, there was no negative remarks about the friendship gesture. Therefore, it can be concluded that the Friendship Programme For the 21<sup>st</sup> Century is a good start for a mutual friendship relation.

In view of the very warm reception by the host nation, particularly the JICA personnel, it is obvious that most participants is willing to improve their perception, personality and most important is their attitude.

Even though the participants indicate such desire to improve themselves while assisting to disseminate the friendship message, this intention can be regarded as short-lived. Though contribution to their own organization is optimal, their effort to maintain the friendship with ex-participant is not that satisfactory. This can be seen from the small number of contacts with friends from Japan and other ASEAN countries after their return. This may be interpreted as the failure of the program to a certain extent in providing the multiplying effects to foster the friendship among ex-participants.

The Friendship Programme had provided a sound platform for the nurturing of understandings and friendship relations. Thus this spirit must be sustained by other kinds of advance or follow-up program involving all ex-participants. This feeling is strongly expressed by most of the participants during the focus group discussion as well as indicated in the survey results. Some examples of activities were given to prolong this program such as a re-exchange program, theme revisit to Japan or some kind of focused dialogue or seminars with organised group from Japan or ASEAN. This indicates the strong feelings among the ex-participants that this program should be continuous and extended. But the most important priority is its continuous program for ex-participants.

Perhaps the most important salient point is the lack of properly organized follow-up programme. PAMAJA is effective but being a voluntary organization, not much can be expected from them. However this situation can be improved through proper planning and implementation of support program to PAMAJA by related agency like the Public Services Department of Malaysia, JICA and other local public or private agencies. Hence a more formalised organization may be better alternative.

In general, most of the participants experienced a positive impact of this Friendship Programme. Most of the ex-participants are being acknowledged in their organization as a result after attending the program. Some are being given a better task, promoted to better position and even entrusted to head new divisions or organizations.

This achievement are all bogged down to their self realization that took place within themselves during and after the program. Some expressed that they are more confident in facing the public in their daily routine. A number of participants are able to practise and desiminate the Japanese work ethics and values in their daily life making them more acceptable by their communities

Besides the above impact, there are cases whereby ex-participants even dare to leave their present designation and organization for a more greener field or even set-



up their own business after participating the friendship program. Some had also participated in the political arena and had presently been elected as Political Secretaries, Member of State Councilors or even Member of Parliaments.

These achievements indicated a highly positive impact of the Friendship Program towards developing nation particularly in Malaysia. Thus, this study strongly shows and support that the Friendship Programme for the 21<sup>st</sup> Century should be prolonged on order to fulfill the requirements of the Malaysian Look East Policy towards preparing the nation to achieve the Vision 2020.

## **PAMAJA RESEARCH TEAM**

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**3.1 BACKGROUND**

The Friendship Programme For the 21st Century was established in the hope that all people of the world can find unity through mutual trust and friendship. But mutually trust and friendship cannot be achieved without first realizing a mutual understanding. It is a programme inspired by H.E. Yasuhiro Nakasone, the Ex-Prime Minister of Japan during his visits to the ASEAN countries in May 1983. The ultimate aim of this programme is to foster goodwill and friendship among Japanese and ASEAN youth. The Friendship Programme started with the ASEAN countries in 1984, and upon the strong requests from other countries was extended to Myanmar, Papua New Guinea and Fiji in 1986, to China and Korea in 1987, and in 1988 to the 12 South Pacific countries (Soloman, Vanuatu, Western Samoa, Tonga, Tuvalu, Cook, Niue, Kiribati, Nauru, Micronesia, Marshall Islands and Palau). In 1991, it was extended to another seven South Asian countries namely Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka. This program have been expanded to more countries such as Mongolia and other third world countries. Presently 1,270 participants are invited annually from the Asia, Pacific and African regions to Japan.

As for the ASEAN countries, this programme was inaugurated on a five-year plan basis for the First Phase. In response to high evaluation and overwhelming requests from both the Japanese as well as the participating countries, the Second Phase was extended for another five years. As in the first Phase, about 4,000 young people (150 from each of the various ASEAN countries and 50 from Brunei) was invited to Japan annually. In 1994, the Friendship Programme continued with the implementation of Phase 3. Besides categorizing the participants into groups by occupational field and the ASEAN component groups, as has been done in the past, the second Phase is characterized by the newly formed "Group by Theme" with the hope of

deepening the members' understanding and knowledge regarding specific themes, although the primary aim of the programme remains one of exchange. Further improvement has been made in the programme for the ASEAN countries as well as for the Pacific & South Asia Countries.

As for the case of Malaysia, the idea of setting up an alumni association for the ex-participants was mooted during a discussion amongst officials of the Japan International Cooperation Agency (JICA), Malaysian Public Services Department (PSD) officials and the pioneer participants of the programme, in Kuala Lumpur on 29 January 1986. It is from here on that PAMAIA was established the following year.

### 3.2 CATEGORY GROUPINGS

National and regional friendship building is not an easy task. It requires careful planning especially in selecting the leadership candidates. Since implementation, for Malaysia, the Program has identified the following groups of young people aged between 20 to 35 years old, as the very likely groups of citizen suitable to shoulder the responsibility:-

SINGLE COUNTRY GROUP	ASEAN COMPONENT GROUP
a) Economy - Economic & Financial Management - Small & Medium Industry - Manufacturing	a) Environment
b) Education	b) Education
c) Social Development	c) Social Welfare
d) Agriculture	d) Health & Medical Services
e) Youth	e) Public Administration
f) Teachers & Lecturers	f) Economy
g) College & Univesiity students	g) High Technology
	h) Mass Media

Other grouping are based upon :

- 3.1.1 ASEAN COMPONENT GROUP - It comprises of similar group to the single country group but each ASEAN components group consists of 5-10 people from each ASEAN countries. This particular group from ASEAN Countries carries a rather specific mission, that is to take more systematic approach to deepening their understanding and knowledge regarding a certain theme. For example, in 1990, the themes were 'High Technology Industry in Japan' for the ASEAN High Technology Component group and 'Promotion of Agriculture and Local Industry' for the ASEAN Agricultural Component group. These participants are selected out of the 150 participants from the total selection from each ASEAN countries (except Brunei which has 50 participants).
- 3.1.2 PACIFIC COUNTRIES & TERRITORIES, SOUTH ASIAN COUNTRIES & MONGOLIA
- 3.1.3 AFRICAN COUNTRIES
- 3.1.4 MYANMAR, CAMBODIA & LAOS
- 3.1.5 VIETNAM

### **3.3 SELECTION PROCESS IN MALAYSIA**

The participants from Malaysia are selected by the Look East Policy Section (LEP), Public Services Department (PSD) of Malaysia. When the program is announced to all the Ministries the selection procedure goes through the following process (Refer to the Flow chart at the end of this topic as well):

#### **3.3.1 INVITATION FOR CANDIDIATES.**

Letters are to various Ministries, Departments, Agencies, Government companies by LEP. The sectors for the selection of candidates are handled by this authority due to the following:

- a) The government sectors had more than 800,000 staff and with the additional Government agencies and Government's companies under respective Ministries,

this makes a total of more than one million possible candidates out of which only 150 are eligible for the Friendship Program which is only 0.0002%.

- b) Assurance and possibility to monitor the participants performance and the availability of platform to desiminated effectively the benefits they get from the program.
- c) To ensure quality candidates are nominated and selected.

All nominations are then send back to LEP for selections for further procedure for interviews.

### **3.3.2 INTERVIEWS.**

Selected candidates are called for interview which are carried out in 3

- process:
- i) Written IQ test.
  - ii) Group Interview.
  - iii) Individual Interview.

### **3.3.3 SELECTIONS OF CANDIDIATES**

The interview results were scrutinized and candidites are selected and classified according to their career field and the program theme group. Offer letters were then send out to tentative candidates for them to attend an Orientation program by PAMAJA.

### **3.3.4 GROUP BINDING & TEAM SPIRIT ORIENTATION**

This part of orientation program was introduced in 1992 onwards due to the loose relation and support from the ex-participants the was received by PAMAJA. Before this year, this orientation was not available. As a result in overcoming this situation faced by the alumni association, this orientation program was specifically introduced to strengthen the going group and also to further their mission purpose concerning the Friendship program. This orientation program lasted for

5 days and is done about a month before the final candidates are confirmed. Its details are as attached in the APPENDIX G. The qualified candidates are informed of their confirmations to participate to the Friendship Program and their eligibility to go for the Pre-Departure Orientation program.

### **3.3.5 FINALISING THE PARTICIPANTS**

The final candidates are then confirmed and they are offered to participate in the Pre-Departure Orientation for the Friendship Programme for the 21 Century.

### **3.3.6 PRE-DEPARTURE ORIENTATION PROGRAM**

This orientation is usually about 5 days before the participants left for Japan. Participants, according to their category groups will be briefed by JICA coordinators about what they will go through during the program. Japanese lessons amounting to about 8 hours of input was also carried out as well as lectures about Japan and her culture. Program briefing to theme groups and seminar as well as cultural preparations were done at earlier stage. Participants will make their final preparation here and at the end of it will depart for Japan for the Friendship Program itself the following day.

## **3.4 FRIENDSHIP PROGRAMME FOR THE 21<sup>ST</sup> CENTURY**

The proper program took place in Japan and they are carried out in stages as follows:

- 3.4.1 GENERAL ORIENTATION
- 3.4.2 SPECIALIZED PROGRAM (In Tokyo)
- 3.4.3 SPECIALIZED PROGRAM (In local area)
- 3.4.4 OBSERVATION VISITS
- 3.4.5 EVALUATION

### **3.5 AFTER RETURN (In Malaysia)**

Back in Malaysia the participants were greeted by the ex-participants, PAMAJA. Conclusion of the Program will be the gathering upon arrival from Japan. In some cases the group members themselves took initiative to review the Program.

### **3.6 AFTERCARE PROGRAM**

This program is where JICA sends her ex-Friendship Program host organization representative to visit the ex-participants and have dialogue discussion as well as evaluate the contribution of the ex-participants after their return.

### **3.7 PAMAJA PROGRAM**

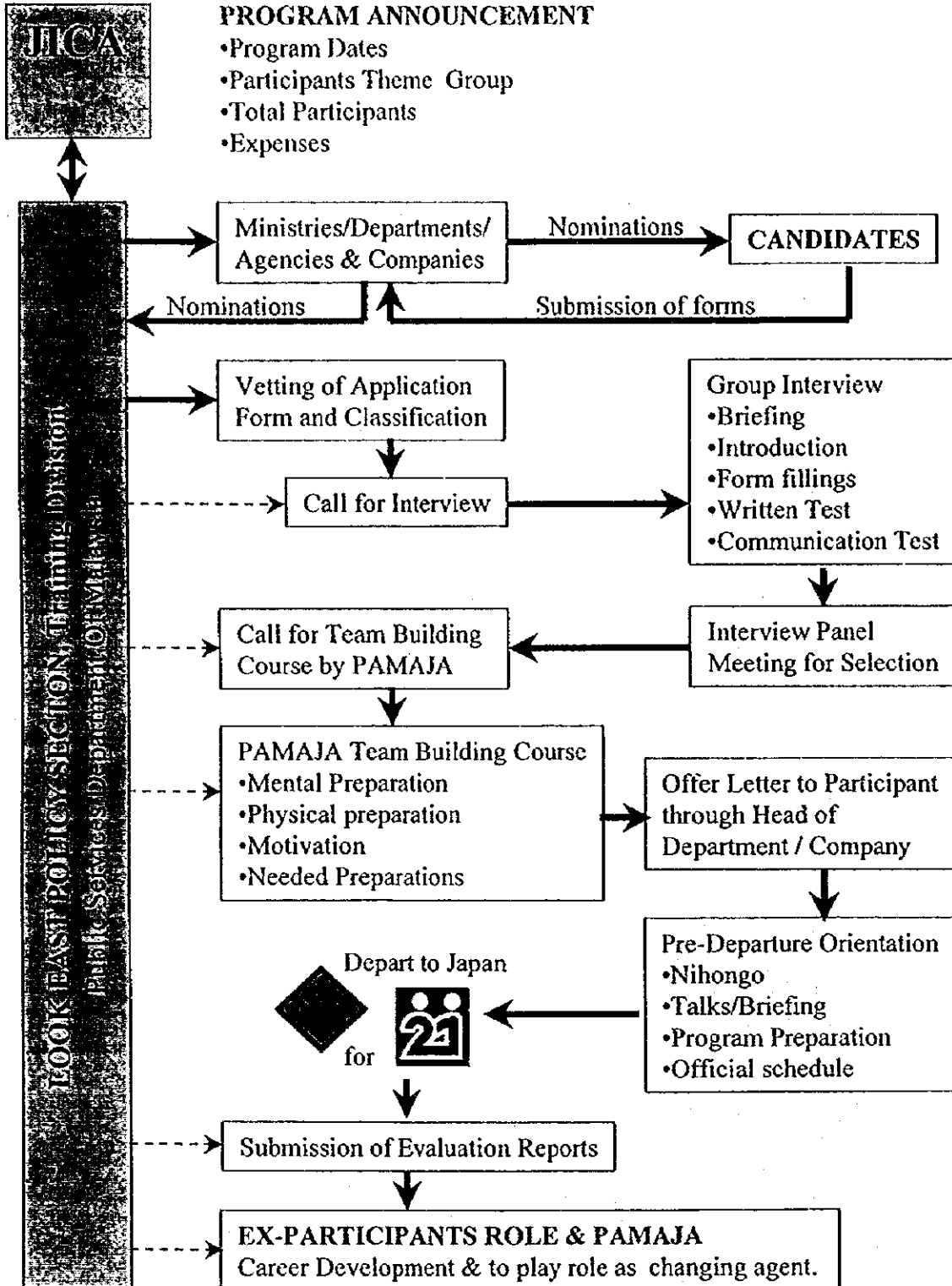
Upon return, the new ex-participants were encourage to join PAMAJA and were encourage to further establish friendship among them and their counterparts in Japan. They are encourage to initiate local programs and participate in PAMAJA activities both national and international as a mean to keep the friendship spirit burning.

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# FRIENDSHIP PROGRAMME FOR THE 21ST CENTURY

## Selection Process for Malaysian Participants

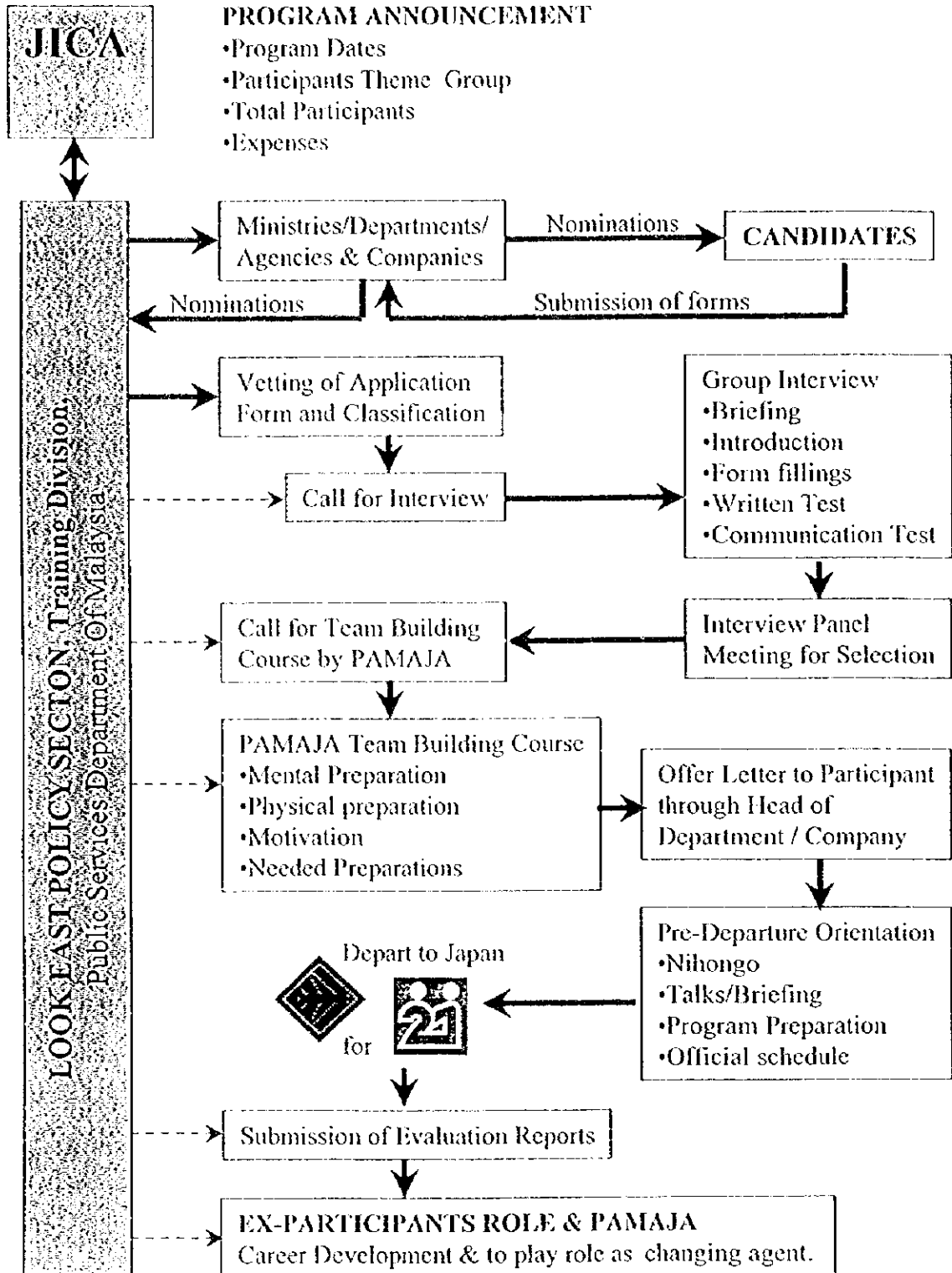






# FRIENDSHIP PROGRAMME FOR THE 21ST CENTURY

## Selection Process for Malaysian Participants



**MALAYSIAN YOUTH DEVELOPMENT**

The Youth development in Malaysia started ever since the independence of the country. The Government felt the strong need for the youth to be nurtured at early stage. The country now, in the fast phase of development, balanced her herself by developing the various aspect of physical and spiritual development. Nothing is to be left out and had to move together in the same paced.

Many programs implemented by certain policies had been carried out. Among the present day significant programs are:

a) **MBM 10**

Youth development program carried out by the Malaysian Youth Council nation wide involving various youth organization and student groups under its wings.

b) **RAKAN MUDA PROGRAM**

This is carried out by the Ministry of Youth Sports with cooperation from the Malaysian Youth Council. Under this program, many relevant sub-programs were created to expand its concept in various specific field such as Rakan Muda Usahawan by youth form the business sector, Rakan Muda Masjid by youth form the Mosque authority, Rakan Muda Bistari by students association in schools and many other that popularised the concept and harmonised it into their programs.

It has to be noted here that the Youth interpretation for Malaysians are for those who are below the age of 40 years old. Only people from this age category are able to participate in any youth programs.

**YOUTH FRIENDSHIP PROGRAMME**

In the aspect of Friendship, the South East Asian Youth Ship Program is another program that are carried out between the Japanese Government and the Ministry of Youth & Sports, Malaysia. About 40 Youth from Malaysia were selected from various Youth organisation under the wings of the Malaysian Youth Council and Ministries.

The ex-participants do have their own alumni but are constrained to financial resources too for the management of their members.

## **FRIENDSHIP PROGRAM DIFFERENCES**

The characteristics of this program differ very much from the Friendship Program for The 21<sup>st</sup> Century jointly coordinated by the Look East Policy Section, Public Services Department of Malaysia. Some of the ex-participants who had experienced both the programs gave a remarkable preference to the Friendship Program as compared to the Asian Youth Ship Program. There are even comments like:

“ lebih hebat dari program Kapal Belia Asian” (“*more fantastic than the Asian Youth Ship Program*”) – Quoted by Mr. Mohammad Mustafa B. Latif of 1992 Youth Leader group who is also an ex-participants to the Asian Youth Ship Program Batch 1984.

This comments were also agreed by others in similar experiences over heard during interactions. The impact made by the Friendship Program for the 21<sup>st</sup> Century among the members of the ex-participants were greatly due to the well prepared team orientation and pre-departure orientation that had greatly been improved throughout its 10 years of implementation in Malaysia.

## **GOOD PREPARATION MAKES THE DIFFERENCE**

With the additional Group Binding and Team Building Motivations program held about a month before pre-departure since 1992, it had made the participants to be more aware about the mission purpose of the program and their role after the program. There are envious comments made by the senior ex-participants like:

“kau orang untung dapat ikut program Semangat Sepasukan, sebab itu kau orang kukuh. Kumpulan aku memang tak nasib baik....pre-departure aje!!” (*you are lucky to be able to go through the Team Building Orientation, that's why your group's friendship is strong. My group is just unlucky.....only pre-departure!!*) -

Quoted by Mr. Razali Raof of 1989 Civil Servant group who found that his

group should have been through the same as what was experienced by the 1992 Working Youth group.

As a result of this, the highly motivated association PAMAJA began to be in the Ministry of Youth & Sports scene. During one of the full Council Meeting among the Ministry and the youth associations' representative under the Malaysian Youth Council, the Director General for Youth commented the following:

“sepatutnya you all belajar dari PAMAJA cara mana mereka buat program. Dia orang bukan ada pejabat...duit pun sikit....tapi program dia dua tempat pun ada...antarabangsa dan kebangsaan...macam mana dia orang buat tu??” (you all should learn from PAMAJA how she makes her activities. They do not have office..and weak financial resources but their programs are at both platform...international and national..how did they do it??” - Quoted by The Ex-Director General for Youth, Ministry of Youth & Sports Malaysia, Mr. Halim Bin Bakar.

PAMAJA had even been asked to provide Japanese style motivation courses for the members of the Malaysian Youth Council but till now no commitment had been made because PAMAJA are manned by basically volunteers.

### **ASEAN YOUTH RENAISSANCE – AN AGENDA**

Looking into the ASEAN YOUTH RENAISSANCE, a paper presented by the Acting Secretary General of the Committee For ASEAN Youth Cooperation (CAYC) Mr. Mustaffa Kamil Ayub, it clear depicts the scenario of the challenges the Malaysian as well as the ASEAN youth and their organisation had to face. Namely:

- 1) The challenge to master the rapid world changes taking place today.
- 2) The challenge to maintaining and forging unity throughout the South East Asia countries.
- 3) The challenge to maintain a positive image of ASEAN and making ASEAN itself a positive force.

- 4) The challenge in creating a knowledge based society in the field of knowledge and education.
- 5) The challenge in economy.
- 6) The challenge in culture.

*(Details of this paper are available in APPENDIX H)*

Looking at these challenges, the youth movement in Malaysia had to be prepared from now. This means the ex-participants of the Friendship Program had to be prepared as well.

Due to this fact, the motivation training team who are mostly the hard core members of PAMAJA was established with intention to be the driving force behind any committee program as well as PAMAJA program. This team had made PAMAJA felt confident to move her activities and many public organisation had also request to participate in PAMAJA activities. However PAMAJA herself does have her own constrain.

During the 1<sup>st</sup> Dialogue & Discussion in Tokyo at the one of the Director once did say:

“...please slow down...you PAMAJA is moving too fast..” - Quoted by Mr. Tomotsu Yamada, Ex-Director for Youth Invitation Program Division, Training Affairs, JICA HQ.

The country is developing fast and the ex-participants had high expectation on many follow-up from the Friendship Program. Therefore, it is important that PAMAJA activities be inline with the country's needs.

## ABOUT PAMAJA



### **PERSATUAN ALUMNI PROGRAM PERSAHABATAN ASEAN-JEPUN ABAD KE-21, MALAYSIA**

*The Alumni of Friendship Programme For the 21st Century ASEAN-JAPAN,  
MALAYSIA*

(Reg. No. 579/87 - Federal Territory)

Main corresponding address in MALAYSIA

**PERSATUAN ALUMNI PROGRAM PERSAHABATAN ASEAN-JAPUN ABAD KE 21,  
MALAYSIA**

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Tel no. 603-2995562/4 Fax no. 603-2940131

(PAMAJA President Mobile/p: 6010-2604731 \* Fax no. 603-4082005)

Resident Representative Information Office in JAPAN

**The Alumni of Friendship programme For The 21st Century ASEAN-JAPAN, Malaysia  
(PAMAJA)**

Mr. Solehan Omar, c/o Embassy of Malaysia, Human Resource Department,  
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Tel no. (O) 813-34763840 / (H) 813-57048605 \* Fax no. 813-34764971

## **BACKGROUND**

The Friendship Programme started with the ASEAN countries in 1984 and ex-participants began to grow from then on while it expand to other countries later. The idea of setting up an alumni association for the ex-participants was mooted during a discussion amongst officials of the Japan International Cooperation Agency (JICA), Malaysian Public Services Department (PSD) officials and the pioneer participants of the programme, in Kuala Lumpur on 29 January 1986. It is from here on that PAMAJA was established the following year.

## **ESTABLISHMENT**

The Association known in the National language as PERSATUAN ALUMNI PROGRAM PERSAHABATAN ASEAN-JEPUN ABAD KE-21, MALAYSIA, in short PAMAJA, or The Alumni of Friendship Programme for the 21st Century ASEAN-Japan Malaysia was officially established on 13th August 1987 after its first Protem Committee Meeting on the 15 February 1986. The Protem Committee of 16 members was appointed by PSD. Presently PAMAJA information office is located at the Look East Policy Branch Office, PSD, at Wisma JPA.

The association's logo symbolises the unity and solidarity of friendship amongst members. The blue color with the number 21 symbolises the universal friendship among the members with Japan and ASEAN countries whereas the red colour on the lettering "PAMAJA" represents the bond and understanding among the members.

## **OBJECTIVE**

Besides to achieve the main objective of the Friendship Programme for the 21st Century the Association was established with also the following intention:-

- To foster friendship, understanding and cooperation among members through activities based on education, welfare, culture and society interactions.
- To instill better human values and inculcate the spirit of patriotism among members through the various activities.

- To assist the Public Services Department (Malaysia), JICA, the Alumni of Friendship Programme For the 21st Century of the other ASEAN countries as well as other youth and social organisations locally and abroad through related activities in line with the development of the country.
- To undertake income generating activities for PAMAJA.

## **MEMBERSHIP**

PAMAJA, at the end of 1997, have 1845 registered who are from all walks of life throughout the country. This number increases annually through the registration of 150 ex-participants of the Friendship Programme. Presently, there are three categories of membership:-

- Ordinary - Ex-participants of the 'Friendship Programme
- Associate - Individuals who have undergone courses, training and further studies in Japan, other than the Friendship Programme
- Life - Consisting of Ordinary Life Members and Associate Life Members.

## **ADMINISTRATIVE SET-UP**

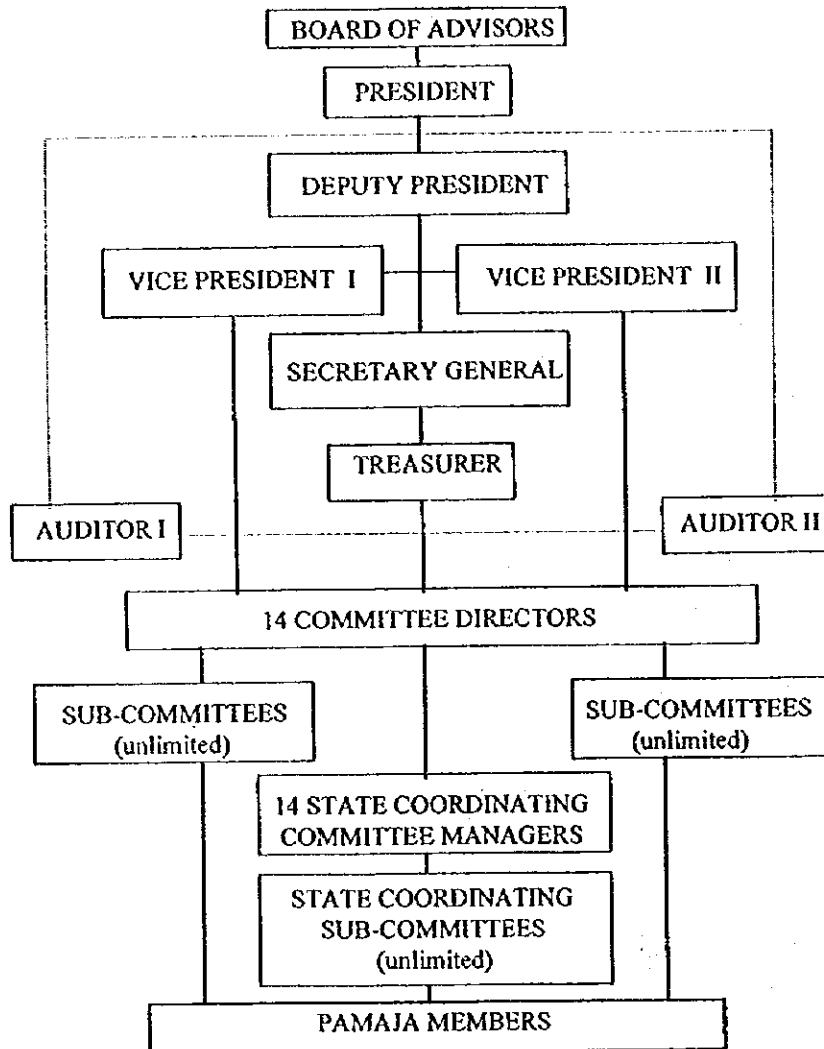
Based on her constitution, the association is administered by the Board of Committee Members consisting of the following:-

- 4 appointed Advisors
- An elected President
- An elected Deputy President
- 2 elected Vice Presidents
- An elected Secretary General
- An elected Treasurer
- 10 Elected Ordinary Committee Members
- 4 Appointed Ordinary Committee Members
- A nominated PSD Officer as an ex-officio Member
- 2 elected Auditors.



Each Committee Member will form their own Sub-Committee. To manage and maintain the nationwide friendship network, State Coordinating Committee Managers are appointed by the President with the consensus of the Board. Throughout the country, there are 14 State Coordinating Committee Managers.

## ORGANISATION STRUCTURE



## ACTIVITIES

PAMAJA has numerous and varied activities that keeps the dedicated members busy throughout. To attend some of the activities the members are willing to travel the length and breadth of the country. Some of the main activities carried out are:-

## **1. SOCIAL PROGRAM**

These activities were organised in conjunction with the various culture celebrated in Malaysia which is to foster goodwill and consolidating the multi-racial understanding in the Malaysian society. Activities carried are like:

- a) The Aidil Fitri Celebration Day gatherings.
- b) The Prophet Muhammad Birthday Celebration gatherings.
- c) Annual Japanese Bon Odori.

## **2. DIALOGUES & DISCUSSION PROGRAM**

This was carried out to enable PAMAJA to work together and get support for her movement with the relevant authorities. These program that had been carried out with the following major authorities:

- a) Public Services Department of Malaysia, Look East Policy Section - Annually
- b) JICA-Malaysia Office - Annually
- c) Youth Invitation Department JICA-HQ - Biannually
- d) Chairman of Executive Committee of The Friendship Program - Biannually
- e) Federation Of World Youth Nagasaki - Annually
- f) Osaka Youth International Federation (OYIF) - (1990-92)
- g) Kumamoto International Association - Annually
- h) Iwate Prefectural Government - Annually
- i) Japanese School of Kuala Lumpur - Annually
- j) Japan Cultural Centre - Annually
- k) Embassy of Japan - Annually

## **3. TRAINING & ORIENTATION PROGRAM**

To date PAMAJA had 67 trainers developed through our Training of Trainers for Japanese destined programs for Malaysians. Our batch of trained and experienced facilitators, other than involved in the training and orientation of the new participants to the Friendship Program, they had also involved in the following:

- a) Motivation & Team Building Orientation for new participants to Friendship Program - (Annually)
- b) Pre-Departure Orientation for Friendship Program - (Annually)

- c) PAMAJA Training of Trainers Program
  - 1<sup>st</sup> Training of Trainers in Pahang - 1993
  - 2<sup>nd</sup> Training of Trainers in Kedah - 1995
- d) Motivation & Orientation for Malaysian Students for studying in Japan - (Annually)
- e) Malaysian Cultural Performance Training for Japanese School of Kuala Lumpur Students - (Annually since 1993)
- f) Motivation & Training of Trainers for Malaysian youth association as follows:
  - Alumni of the Look East Policy Association (ALEPS) - 1995
  - Selangor State Youth Council - 1997
  - Terengganu State Youth Council - 1997
  - Permatang 4B Youth Movement - 1997
- g) PAMAJA Smart Learning Camp for Students (Annually since 1995).
- h) Petronas Student Motivation & Orientation (1995 until 1996)

#### **4. PATRIOTIC ACTIVITIES**

Most of the activities do carry a sense of patriotism and members are always reminded that in the course of discharging their duties they are doing a great service to Malaysia and will always keep the Malaysian Flag flying high. Activities carried out are:

- Raising fund for Malaysian Bosnian Aid Program - (1995)
- Courtesy Aid Visit to helpless family by small friendship group of PAMAJA - (1995 & 1996)
- Courtesy Visit Program to Helpless Children's Home in Selangor - (1996)

#### **5. ECONOMIC ACTIVITIES**

To raise fund for PAMAJA, income generating activities are carried out too like sales of:

- Collar & tie-pins.
- PAMAJA & AJAFA-21 emblems
- Program T-shirts.
- Program bags.

PAMAJA is in the midst of setting -up a cooperative body to provide financial support for PAMAJA. This had been postponed for the time being as the whole idea is being restudied presently.

## 6. HOMESTAY PROGRAM

With PAMAJA members through Malaysia, homestay programme for the association's guests is of no problems to be arranged throughout country. Homestay programmes carried out are PAMAJA guests from:

- OYIF from Osaka - (1989 & 1990)
- FOWYN from Nagasaki - (Annually since 1990)
- MIA from Kumamoto - (Annually since 1991)
- Kokugakuin University Students - (Annually since 1994)
- Kyorin University Students - (1995)
- Japanese School Of Kuala Lumpur - (Annually since 1993)
- KIA from Kagoshima - (1995)
- Yamaguchi University Students - (1997)
- TIA from Toyokawa - (Annually since 1996)
- HIC from Hiroshima - (1996)
- Saga Prefecture Youth - (1997)
- PAJafa-21 from Philippines - (1997)
- Kappija-21 from Indonesia - (1990)
- Toyota City from Osaka - (1989)

## 7. PUBLISHING NEWSLETTERS

PAMAJA newsletters are published and distributed a minimum of 3 times a year so as to keep the members informed of the current activities of PAMAJA, AJAFA and other related activities. These newsletter are usually send to members whose addresses are confirmed available and usually 500 copies are circulated since 1992. In 1996, the 1<sup>st</sup> annual magazine was published. The association is now looking into publishing the association activity on the Web since news-circulation in getting more expensive.

## **8. OUTREACH PROGRAMS**

PAMAJA would also like to share our resources and experience with organizations or private group in a way to expand and educate others about the good values that we had observed in Japan. This is done through small friendship groups within PAMAJA who some times organize community talks about Japanese way of life and interaction with their local organization or community. Ex-participants who are from the Education groups will usually hold talks about Japan and the lifestyle for their students when they came back after the program.

## **9. PAMAJA STUDENT SUMMER CAMP**

This program was initially started for the childrens of PAMAJA was started in 1995 for the 1<sup>st</sup> time and the 2<sup>nd</sup> was held in 1997. It was suppose to be the entry course for PAMAJA childrens to go through first before they are qualify to attend the Junior Friendship Program to Japan. This program was adopted by PAMAJA as an annual program as part of PAMAJA obligation to contribute her experience and resources towards the development of the students education in Malaysia. This program was conducted by the education group ex-participants and till now a total of 83 students had gone through the program and 46 of them had participated in the PAMAJA JUNIOR FRIENDSHIP PROGRAM.

## **9. ASEAN AND INTERNATIONAL PROGRAMS**

### **9.1 PAMAJA DIALOGUE & DISCUSSION SESSION**

This was started in 1994 when it was felt by PAMAJA that there need to have a communication between PAMAJA and Japanese association in Japan for the purpose of future mutual exchange program. As a result of this session, PAMAJA are able to carry out the Junior Friendship Program, Iwate Prefectural Youth Overseas Seminar Program, Student & Youth Exchange with FOWYN of Nagasaki and MIA of Kumamoto as well as other Universities and association that have come into contact with us. The 1<sup>st</sup> Dialogue & Discussion Session was done in 1994 and the 2<sup>nd</sup> was in 1996. This is now a bi-annual program and it is the responsibility of the PAMAJA Executive Committee to carry this out.

Among the Japanese organisation with whom PAMAJA had this session with are as follows:

1. KAGOSHIMA INTERNATIONAL ASSOCIATION (KIA)
2. MINAMIOGUNI INTERNATIONAL ASSOCIATION, KUMAMOTO (MIA)
3. SEIYUKAI YOUTH ASSOCIATION, SHIMANE
4. FEDERATION OF WORLD YOUTH NAGASAKI (FOWYN)
5. KYORIN UNIVERSITY
6. KOKUGAKUIN UNIVERSITY
7. HIROSHIMA INTERNATIONAL CENTER (HIC)
8. TOYAMA SEINENKAN COUNCIL
9. IWATE PREFECTURE ASSEMBLY OF YOUTH DEVELOPMENT
10. TOYOKAWA INTERNATIONAL ASSOCIATION
11. OSAKA YOUTH INTERNATIONAL FEDERATION (OYIF)
12. HOKAIDO INTERNATIONAL YOUTH ASSOCIATION
13. NATIONAL ASSEMBLY FOR YOUTH DEVELOPMENT (NAYD)
14. THE WORLD YOUTH VISIT EXCHANGE ASSOCIATION (WYVEA)
15. DEVELOPMENT ASSOCIATION FOR YOUTH (DAY)
16. JAPAN SEINENKAN CENTER

With Malaysian-Japanese organisations are as follows:

1. JAPANESE SCHOOL OF KUALA LUMPUR. (JSKL).
2. JAPAN CULTURAL CENTRE, MALAYSIA
3. ALUMNI OF THE LOOK EAST POLICY, MALAYSIA.
4. JOCV - MALAYSIA
5. JICA MALAYSIA.

With organisation in ASEAN countries are as follows:

1. THE ALUMNI SOCIETY FOR THE 21ST CENTURY BRUNEI DARUSSALAM, (PERTAB-21) BRUNEI DARUSSALAM.

2. THE ALUMNI ASSOCIATION OF THE INDONESIA-JAPAN FRIENDSHIP PROGRAM FOR THE 21ST CENTURY, (KAPPIJA-21) INDONESIA.
3. PHILLIPPINES ASEAN-JAPAN FRIENDSHIP ASSOCIATION FOR THE 21ST CENTURY, (PAJAFSA-21), PHILIPPINES.
4. ASEAN-JAPAN FRIENDSHIP ASSOCIATION FOR THE 21ST CENTURY, (SAJAFSA-21), SINGAPORE.
5. FRIENDSHIP YOUTH ALUMNI ASSOCIATION OF THAILAND, (FYAA), THAILAND.

## 9.2 ASEAN MEETING & REGIONAL YOUTH CAMPS

PAMAJA is an active member in the ASEAN-JAPAN FRIENDSHIP ASSOCIATION FOR THE 21ST CENTURY (AJAFSA-21). The Annual AJAFSA Executive Council Meetings are always being attended. PAMAJA had also hosted for ASEAN association the followings:

- a) 2<sup>nd</sup> AJAFSA-21 Annual Executive Council Meeting in 1989.
- b) 3<sup>rd</sup> AJAFSA-21 Annual Regional Youth Forum/Camp in 1992.
- c) 8<sup>th</sup> AJAFSA-21 Annual Executive Council Meeting in 1995.

## 9.3 FRIENDSHIP MISSIONS

In 1993, The Friendship Mission was first initiated by PAMAJA with the hope of fostering goodwill and friendship cooperation between Malaysia and fellow ASEAN neighbouring countries:

- a). 1<sup>st</sup> Mission to INDONESIA - 1993 - (50 PAMAJA & 25 KAPPIJA members)
- b). 2<sup>nd</sup> Mission to THAILAND - 1994 - (63 PAMAJA, 3 KAPPIJA, 1 PAJAFSA & 3 FYAA members).
- c). 3<sup>rd</sup> Mission to PHILIPPINES - 1995 - (39 PAMAJA, 2 KAPPIJA, 5 PAJAFSA members)

For 1996, the mission was planned to Vietnam but was later postponed to 1997 and later the destination was changed to Kampuchea in 1997 but still could not be carried out. This programme will be continued as an annual program to meet other countries in ASEAN for the coming years to come. This program however had been adopted as an AJAFA-21 Program by the AJAFA-21 Council.

#### **9.4 PAMAJA JUNIOR FRIENDSHIP PROGRAM**

In order to expand the benefit of Friendship Programs to others as well as to create a longer and more deeper friendship relation PAMAJA organised the JUNIOR FRIENDSHIP PROGRAM as follows:

- a) 1<sup>st</sup> PAMAJA Junior Friendship Program to Japan (20 students & 3 PAMAJA coordinators) - 1995
- b) 2<sup>nd</sup> PAMAJA Junior Friendship Program to Japan (26 students & 3 PAMAJA coordinators) - 1997

This program is at the moment a bi-annual program and the next will be in 1999. This program however will be open to ASEAN participants in the future.

### **RESPONSIBILITY**

Acknowledging the importance of the Friendship Programme to Malaysia, PAMAJA established her own training team who are the anchor and supporting members who is also responsible in the orientation programme of new participants who ultimately will become PAMAJA members. It is important for the participants upon returning to be able to contribute towards the development of Malaysia from the association platform other than their office platform. The orientation programme are tailored to prepare them physically and mentally to achieve this purpose as well as to meet the objectives of PAMAJA and the Friendship Programme itself.

As a result of this PAMAJA is now the Protem Committee to AJAFA-21 and is responsible to set-up the AJAFA-21 Secretariat which had been decided to be in Kuala Lumpur, Malaysia. PAMAJA is able and willing to undertake this task mainly because:

- a) Strong feeling among PAMAJA members for an ASEAN friendship platform.



- b) Strong relation and support to PAMAJA from many organisation from Japan as well as Malaysia.
- c) Support from the Malaysian Government.
- d) Many expert resources among members.
- e) To share with others the benefit of PAMAJA relations.
- f) Able to channel others closer to the spirit of the ASEAN Intergovernmental movement.
- g) Realization of the importance of harmonious regional habitat.
- h) The need to preserve the hard work that had been done by the Japanese Government who had contributed a lot towards peace and harmony in the ASEAN Region.
- i) A sound proof of the result of the Friendship Program as well as the concrete existence of management for beneficiaries of the Friend Program.

## **THE FUTURE OF PAMAJA**

New programmes other than the Friendship Programme may developed in responding to global development especially in ASEAN-JAPAN. What is ahead for PAMAJA is full of uncertainty unless PAMAJA plans her future with all the past experiences gathered together. To ensure that PAMAJA is able to anticipate the future challenges, PAMAJA had started to plan her own Association Support Programme (in short ASPRO) among the significant ones are the followings:-

- Establishing financial resource bodies such as PAMAJA Cooperative and Foundation.
- Acquiring PAMAJA own building for training activities, resource centre and hostels.
- Establishing nationwide network for homestay programme and economical information resources.
- More involvement with local and abroad among Japanese Organization/Association.
- To carry out and support national and international related alumni activities.

## **THE FRIENDSHIP PROGRAMME TO PAMAJA**

The Friendship Programme for the 21st Century, from where the PAMAJA members originated, for the past 10 years had contributed much in terms of human resources development, knowledge, experiences and many others in nurturing PAMAJA to where she stands today. The future, of course posed more challenges and full of uncertainty. Therefore, preparations to maintain the established friendship and to be more cohesive, understanding and responsive to all parties while creating other platforms for interactions had to begin now. It is not too late for PAMAJA.

To uphold the saying ...Tomodachi de itsumademo!... may not be appropriate if there is no basis/platform that are strong enough for this to be shouted out especially in this present day situation. Everything has been oriented on an economic basis and so is the ASEAN region. Many millions of Yens had been poured into the Friendship Program and the program should not be stop. Because to PAMAJA, there are still new generations that still need to understand friendship relation. This does not have to be confined to multi-racial relation as in Malaysia, but for a region to be able to preserve peace and harmony, it is the multi-national relation that have to be looked into. The ex-participants may be able to feel this spirit for 'friendshipness' but for how long? There must be a 'Preservation Program' or other follow-ups as something more advance for the ex-participants by now. It can be also interpreted as some preparation for the halting of this program to ASEAN countries (if this takes place). As we had seen, the ex-participants are already keen and begin to be interested and also feel responsible that there should be preparation done for new or future programs. PAMAJA feels that JICA may have to begin to look into this matter seriously. Mainly because of:

- a) The existing size of ex-participants in the aspect of managing the communications among members ever since implementations.
- b) Opinions and expectations of the ex-participants that can influenced new participants which may effect future expectations of the Friendship Programs were new participants may regards this program as social program without taking strong initiatives to understand its purpose.

- c) Present economical situation that effect the alumni performance and financial resources.
- d) The general feeling of the ex-participants about the 'preservation' measures that should be taking place now since the 21<sup>st</sup> Century is very near.

Looking into these issues, PAMAJA, during her 10<sup>th</sup> Anniversary Dialogue & Discussion Seminar held in Kuala Lumpur on the 13.8.97 had resolved to some measures that she felt can be suggested to JICA which are as follows:

- a) The Friendship Program should go on without compromising the quality but it should suit present day economical and regional situation.
- b) To give up-to-date information to alumni association on the implementation of the Friendship Program for that particular year because the post-program will be the responsibility of the alumni association as a support to achieve the objectives of the friendship program.
- c) JICA to carry on the existing support given to the alumni association in a way to assist JICA to manage the ex-participants.
- d) To utilise the relation with the Alumni association for other purpose like selection and preparation of national candidates to training opportunities.
- e) Assist JICA in orientating her officials to understand Malaysian customs and administrative systems.
- f) Since the AJAFA-21 Secretariat will be in Malaysia, JICA may look into the possibility of utilising this platform to manage ex-participants regionally in the future since the Friendship Program will be expanding to many more non-ASEAN countries. By doing this, part of the responsibility of JICA to manage the ASEAN countries ex-participants can be shouldered by this Secretariat which is one of her justifiable functions.
- g) To assist morally coordinatively future re-exchange program carried out by alumni associations.
- h) Hold talks to association members and AJAFA-21 members on certain specific regional issues in relation to the Friendship Program worldwide implementation by JICA.

To the ex-participants in Malaysia, the existence of PAMAJA and her activities which now been resorted by the public, had proved her members commitment to achieve the objectives of the Friendship Program. But this existence is presently with the strong backing of the Malaysian Government and JICA. For the time being this will be seen to be carry on but the alumni association had began to slowly make her presence felt by the public and ultimately be able to stand on her own without interrupting the relationships that had been achieved. This may take some time but it should not be too long. PAMAJA is targeting for consolidation of the organisation by the year 2000. BY the turn of the 21 Cnetury, PAMAJA should be able to carry out her own programs with moral suport and blessings from her mentor, namely The Look East Policy Section of the Public Services Department of Malaysia and JICA. PAMAJA is looking forward to a sound platform for her to be able to expand her outreach activities and provide opportunity for others who had not been able to experienced the Friendship Program while expanding her active members in the spirit of

**Seikhlas, Setulus, Sejujur di Jiwa.**

*(With utmost sincerity, gesture, honesty from the bottom of the heart)*

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**5.1 MODE OF STUDY**

An Evaluation Study Survey Committee was set-up within PAMAJA. The study was conducted to collect data by mean of a survey. A set of questionnaires were prepared (Refer to APPENDIX B) based on what was required (Refer to APPENDIX A) and is majority posted and also by hand to readily available but selected respondents. These questionnaires were mostly posted complete with stamped envelope for the respondents to return when they were completed. Some were distributed through discussion group gatherings. No personal interview of respondents was made.

Since every participant was selected based upon their outstanding contribution to their organization, or could be a potential leaders of the future, it would be justifiable to involve all participants as respondents to this study. The Survey Committee do not expect all the ex-participants to respond and questionnaires were sent only to ex-participants whose whereabouts are known. In view of the large number of expected respondents to be handled, a computerized Database Analysis System, SPSS from Malaysian PUTRA University, was used for purpose of listing as well as analysis. The result of this survey will be reassessed and further issues will later be brought into the Phase 2 since it was being conducted in two phases:

- a) PHASE 1 : Quantitative survey.
- b) PHASE 2 : Qualitative study of certain selected issues.

Since participants were randomly selected through stratified technique for the first phase. Similar sample will be used for the Phase 2.

## **5.2 THE QUESTIONNAIRES**

The questionnaires were written in Bahasa Malaysia. It consist of two significant part. The first one was general but covered all aspect of the Program. The second were more detailed with the aim to get deeper into the perception of the candidates about the Program. A total of 1,000 copies were printed.

## **5.3 DELIVERY AND COLLECTION OF QUESTIONNAIRES**

Ideally, all exercises should be done by researchers. However in the case of this study, the handling of questionnaires from printing into coding, posting, collection and delivery to researchers, were all done by the Research Secretariat within PAMAJA. The questionnaires were printed and only 700 were posted to respondents with valid address and their whereabouts were known. A covering letter from PAMAJA Secretariat was also attached. Valid addresses of respondents were obtained from the PSD office. To the very best knowledge of the PSD officers, the address last govern by respondents were their last corresponding address and only 700 of it gave confidence to PAMAJA to get respond from them. Upon receiving the questionnaires back from the respondents the Secretariat forwarded them to researchers for analysis using computerized Database Analysis System, SPSS from Malaysian PUTRA University. Apart from the statistical analysis which verify the findings of the study quantitatively, emphasis will also be made later on the qualitative analysis in Phase 2.

## **5.4 LIMITATIONS**

This study survey however is limited to the following scope:

- a) It is carried out only for ex-participants or PAMAJA members.
- b) The findings were limited to Malaysian situation or conditions only.
- c) The findings were also limited to the sincerity and honesty of the respondents.

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Out of the 700 questionnaires that was send out to valid addresses, the Secretariat manage to received the reply from 167 respondent as of 25.2.98, the final closing date. This comprises 24 percent from maximum respondent expected. Most of the questionnaires were answered and some of the open ended answers were repetitive. However the following were the results after the analysis had been done.

**6.1 DEMOGRAPHIC VIEW**

Respondent is scattered through out Malaysia. However, in this study, most of them (21%) are from the State of Kedah, followed by Federal Territory Kuala Lumpur (18%) Selangor (16%), Pahang (10.2%) and Perak (9.6). The rest of the state, represent by less than 10% respondents except the State of Malacca, which not been represented. Table 1 detailed out the distribution of respondents according to states.

<i>State</i>	<i>Percent</i>
Perlis	2.4
Kedah	21.0
Pulau Pinang	1.8
Perak	9.6
Selangor	16.2
Kuala Lumpur	18.0
Negeri Sembilan	2.4
Malacca	0.0
Johor	4.2
Pahang	10.2
Trengganu	4.8
Kelantan	3.6
Sarawak	1.2
Sabah	4.8
Labuan	0.0
<b>TOTAL</b>	<b>100.0</b>

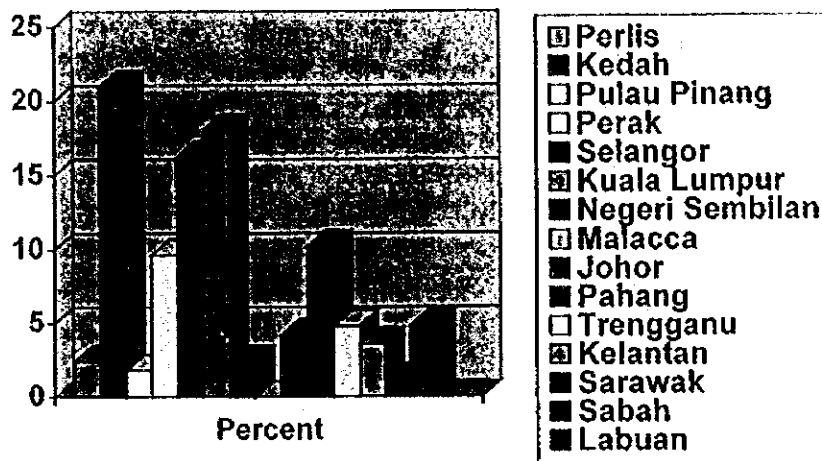


Fig. 1 - RESPONDENT DISTRIBUTION BY STATE

Most of the respondents are grouped in late 30's of age (41.9%) followed by early 30's (37.1) and early 40's (10.8%). Another 7.2 % fall under age of 20's and only few of them aged above 44 (3.0%). 77.7% of respondents are male.

Majority (97.6%) of respondents are fully employed whereby government servants makes the largest group (45.1%), followed by semi-government (32.3%) and private agencies (20.1%) employees. Only few of self-employed respondents (2.4%) do responded to this study. Table 2 shows the detail of respondent's demographic view.



Table 2	
DISTRIBUTION OF RESPONDENT AGE, SEX AND EMPLOYMENT STATUS	
Item	Percent
<i>Age</i>	
	%
Younger than 25	3.0
25 - 29	4.2
30 - 34	37.1
35 - 39	41.9
40 - 44	10.8
Older than 44	18.0
<i>Sex</i>	
	%
Male	77.7
Female	22.3
<i>Employment</i>	
	%
Government servants	45.1
Semi-government	32.2
Private agencies	20.1
Self-employed	2.4

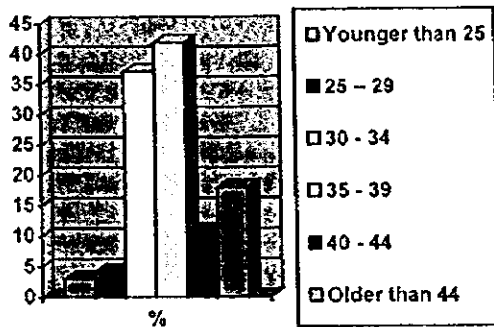


Fig. 2 - AGE DISPERSION

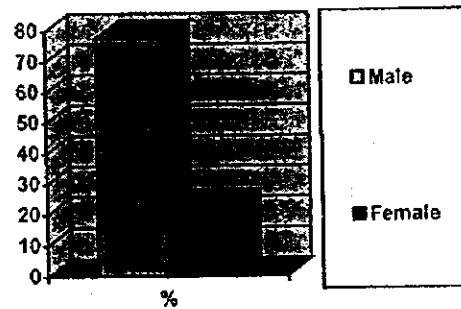


Fig. 3 - SEX DISPERSION

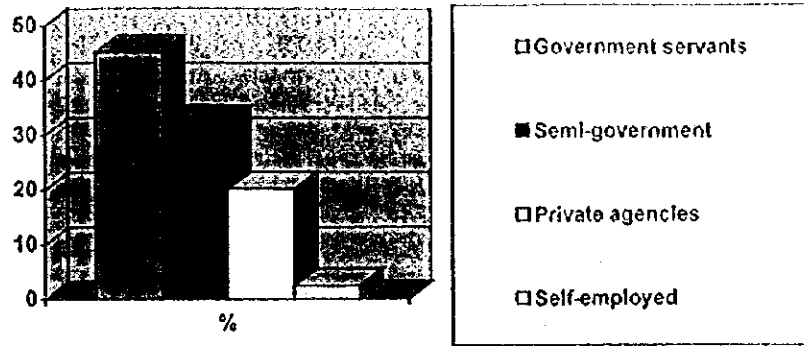
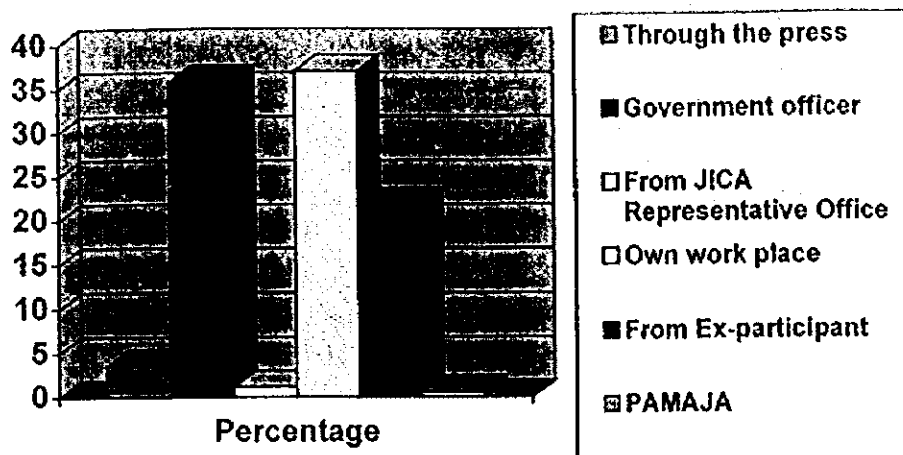


Fig. 4 - EMPLOYMENT DISPERSION

## 6.2 SOURCE OF PROGRAM INFORMATION

Personal contact reported to be main source of information for respondents to “get to know” this friendship program. Majority of respondents (57.6%) reported that they “get to know” this friendship program through their personal contact with ex-participants and government officers. Second largest source is internal departmental circulation as what being reported by 37.0 % of them. Other important channels included newspaper (3.6%), JICA (1.2%), association (0.6%). Table 3 elaborates the sources of information.

<i>Source</i>	<i>Percentage</i>
Through the press	3.6
Government officer	35.8
From JICA Representative Office	1.2
Own work place	37.0
From Ex-participant	21.8
PAMAJA	0.6



**Fig. 5 - DISTRIBUTION OF RESPONDENTS BY SOURCE OF PROGRAM INFORMATION**

Majority of respondents (89.0%) accepted the present practices in participant's selection conducted by Public Service Department. Only 2.4% of them saying that the practices was not fair in selecting participants. Some suggestion were drawn out from participants. They include improving the interview method by giving more emphasis to one-to-one interview, IQ test, written test, behavioral test and physical test. Applicant characters should be evaluate based to their personality, active in volunteer association, speech skill, communication skill and ability to promote their country.

### **6.3 PURPOSE OF PARTICIPATING IN THE PROGRAM**

There are a number of reasons given regarding purpose of participating in the friendship program. Among the given answer are to develop friendship relation with Japanese (96.4%), interested in international exchange programs (95.8%), to increase their professional skills (92.2%) and to visit Japan (90.3%). Not many of participants (35.8%) taking the opportunities to develop international friendship with people from other countries. Only 24.5% of the respondent stated that their participation in this friendship program is based to their organizational directive. Lastly about 10.8% of respondents looking for acknowledgement through their participation. Table 4 further elaborates the above findings.

Table 4 DISTRIBUTION OF RESPONDENT BY PURPOSE OF PARTICIPATION	
<i>Purpose</i>	<i>%</i>
To make friends with Japanese	96.4
Interested in International Exchange Programs	95.8
To Improve Professional Knowledge	92.2
To visit Japan	90.3
To make friends with someone from other countries and religions	35.8
Advised by organization	24.5
To win honor	10.8

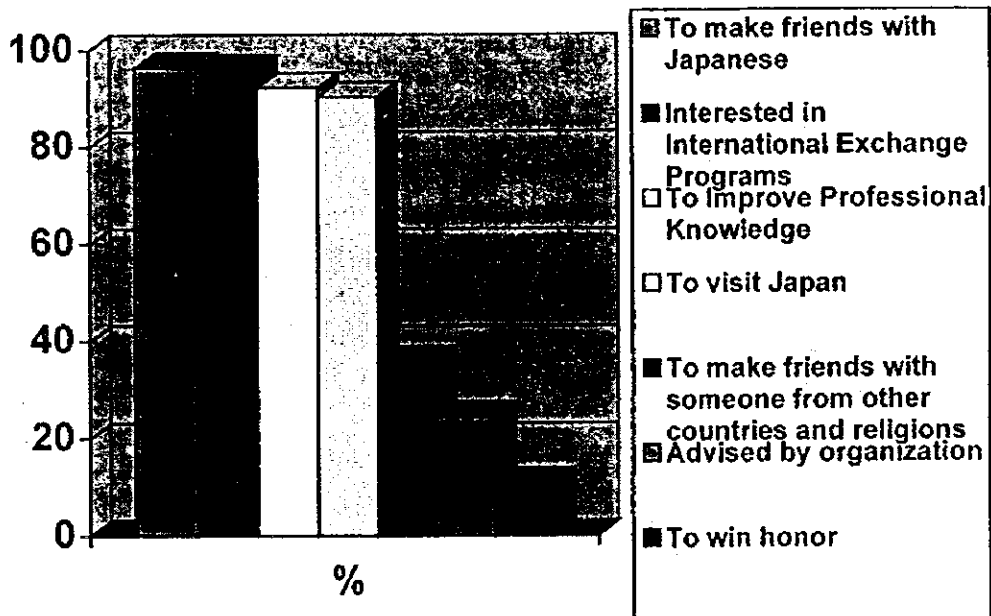


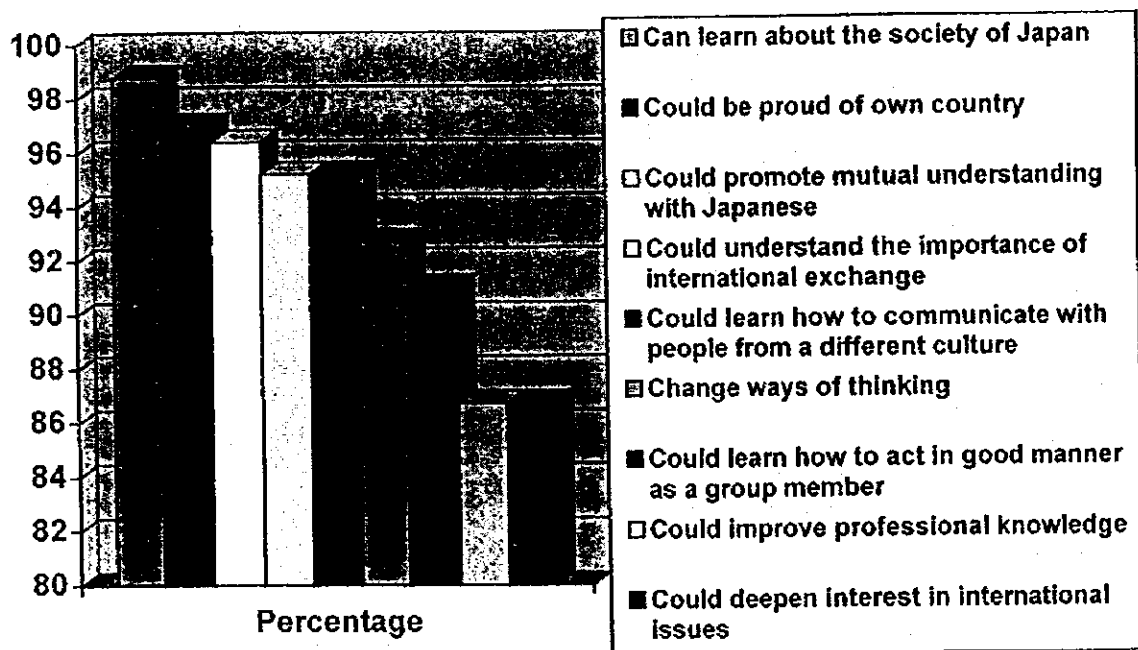
Fig. 6 - DISTRIBUTION OF RESPONDENT BY PURPOSE OF PARTICIPATION

## 6.4 BENEFITS OF THE FRIENDSHIP PROGRAM

**Table 5**

**DISTRIBUTION OF RESPONDENTS BY BENEFIT OF PROGRAM**

<i>Benefit</i>	<i>Percentage</i>
Can learn about the society of Japan	98.8
Could be proud of own country	97.0
Could promote mutual understanding with Japanese	96.4
Could understand the importance of international exchange	95.2
Could learn how to communicate with people from a different culture	95.2
Change ways of thinking	92.7
Could learn how to act in good manner as a group member	91.0
Could improve professional knowledge	86.7
Could deepen interest in international issues	86.7



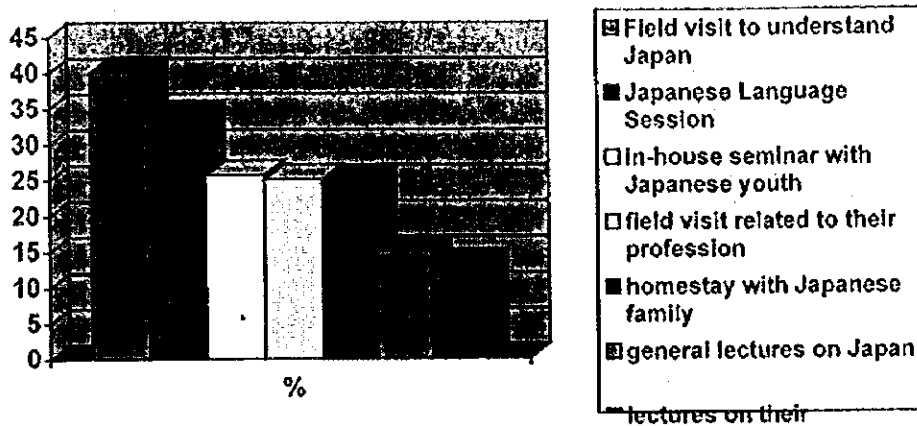
**Fig. 7 - DISTRIBUTION OF RESPONDENTS BY BENEFIT OF PROGRAM**

Numbers of benefits of the friendship program spelt out by respondents. Among the benefits are enabling participants to learn about Japanese community (98.8%), being their country's representative or small ambassador (97.0%), develop understanding with Japanese (96.4%), more understandable to the importance of international relation (95.2%), able to learn intercultural communication (95.2%), improved their thinking methods (92.7%), able to improve their in-group communication (91.0%), able to develop their career (90.3%), increased participants' professional knowledge (86.7%), and able to learn more about international issues (86.7%). Table 5 further elaborates the above statement.

## 6.5 MOST BENEFICIAL PROGRAM'S ACTIVITIES IN JAPAN

Table 6 shows the distribution of participants according to the most beneficial program's activities in Japan. Most of respondents (40.1%) felt the field visit to understand Japan is the most beneficial program's activities followed by Japanese Language Session (34.1%), in-house seminar with Japanese youth (25.7%), field visit related to their profession, homestay with Japanese family (24.6%), general lectures on Japan (15.0%) and lectures on their professional field (13.2%)

<b>DISTRIBUTION OF RESPONDENT BY MOST BENEFICIAL PROGRAM'S ACTIVITIES IN JAPAN</b>	
<i>Most Beneficial Program's Activities</i>	<i>%</i>
Field visit to understand Japan	40.1
Japanese Language Session	34.1
in-house seminar with Japanese youth	25.7
field visit related to their profession	25.1
homestay with Japanese family	24.6
general lectures on Japan	15.0
lectures on their professional field	13.2



**Fig. 8 - DISTRIBUTION OF RESPONDENT BY MOST BENEFICIAL PROGRAM'S ACTIVITIES IN JAPAN**

### 6.6 CHANGE OF IMPRESSION ABOUT JAPAN

This friendship program had shown a very positive change in participant impression about Japan. Majority of respondent (60.1%) reported that their impression about Japan had improved after participating this friendship program while another 32.5 % of respondents reported the tremendous improvement in their perception.

However a small portion of respondent (1.8%) had reported some negative change in their impression. Another 5.6% of respondent didn't experience any change in their impression about Japan, as shown in table 7.

<b>Change of Impression</b>	<b>%</b>
Much Better	32.5
Better	60.1
Worse	1.8
No Change	3.1
Don't Know	2.5

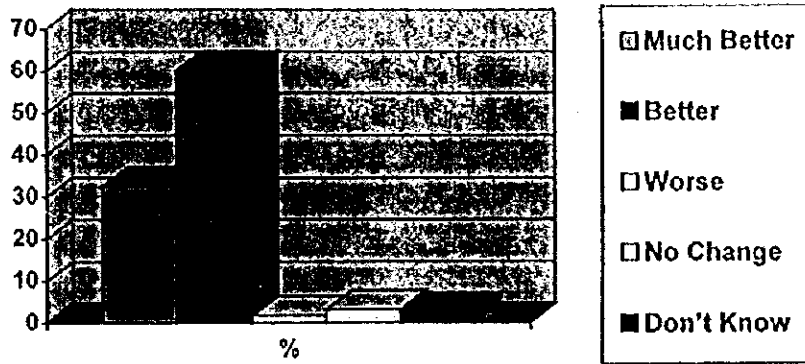


Fig. 9 - DISTRIBUTION OF RESPONDENTS BY CHANGE OF IMPRESSION ABOUT JAPAN

### 6.7 POST-PROGRAM'S COMMUNICATION FOLLOW-UP

Person Communicate	%
Participants of own country	68.1
Host Family in Japan	30.3
Japanese Participants of the Seminar	12.2
Program Staff in Charge	10.4
Participants of Other Countries	6.7
Japanese met during the program	6.1

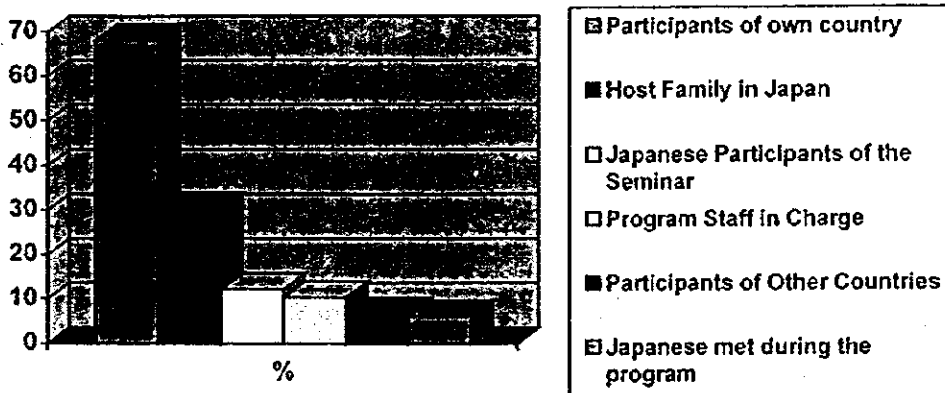


Fig. 10 - DISTRIBUTION OF RESPONDENT BY POST-PROGRAM'S COMMUNICATION FOLLOW-UP

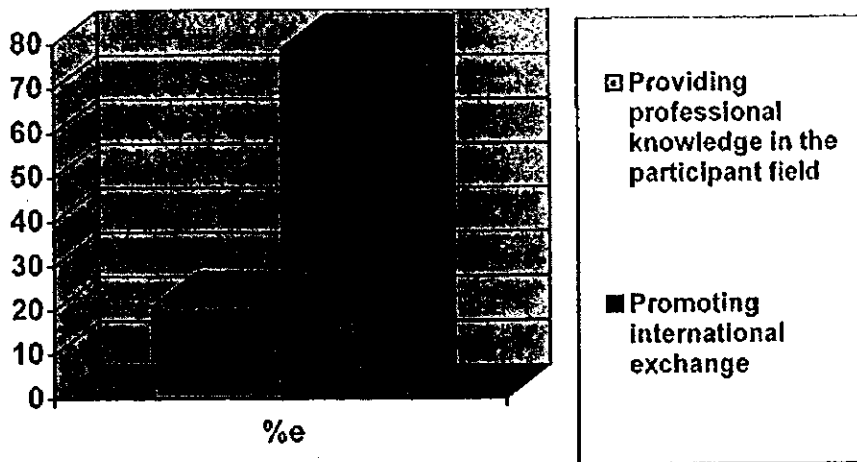


After participating the friendship program, 67.7% respondents reported still having a contact with their local ex-participants, 30.3% with their homestay step-family in Japan, 12.2% with Japanese seminar participants, 10.2 % with staff who arranged this program, 6.7% with other countries' participants and 6.1% with the Japanese met during the program. Please refer table 8 for details.

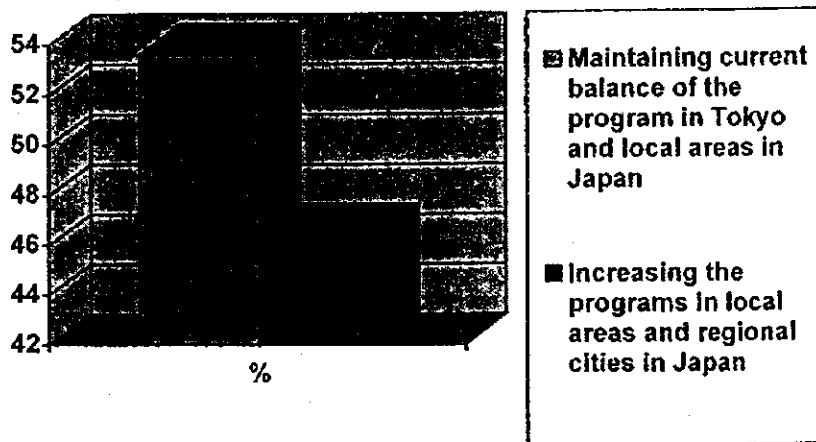
## 6.8 THE ROLE-IMPORTANCE AND LOCALITY-BALANCE OF THE PROGRAM

Table 9 describe the distribution of respondents by role-importance and locality balance of the program. Majority of respondents (78.9%) selects the "promoting international exchange" as the major role of this friendship program compared to role of "providing professional knowledge in participant field". Regarding the locality-balance of the program in Japan, respondents give almost a 50-50 respond. 53.6% of them accepted the current balance of the program in Tokyo and local areas in Japan. However, 46.4% respondent agreed with ideas of increasing the programs in local areas and regional cities in Japan.

<b>DISTRIBUTION OF RESPONDENTS BY ROLE-IMPORTANCE AND LOCALITY BALANCE OF THE PROGRAM</b>	
<i>Role-importance</i>	<i>%e</i>
Providing professional knowledge in the participant field	21.1
Promoting international exchange	78.9
<i>Locality Balance</i>	<i>%</i>
Maintaining current balance of the program in Tokyo and local areas in Japan	53.6
Increasing the programs in local areas and regional cities in Japan	46.4



**Fig. 11 - DISTRIBUTION OF RESPONDENTS BY ROLE-IMPORTANCE**



**Fig. 12 – DISTRIBUTION OF LOCALITY BALANCE OF THE PROGRAM**

### **6.9 “DEAR FRIENDS” MAGAZINE**

About 53.6 % respondents reported to have received “Dear Friends” magazine twice a year. On the other hand, 46.4% respondent did not received the stated magazine.

## **6.10 PARTICIPATION IN OWN COUNTRY'S ALUMNI ACTIVITIES**

Level of participation by Malaysian ex-participant still considered low. For this survey, about 65.3% respondents said that they didn't participate in PAMAJA's activities. Another 23.4% reported that they participate sometimes only. Active participation comes only from about 11.4% of respondent.

Their main reason of not able to participate actively in PAMAJA's activities was lack of information from PAMAJA itself (38.0%). Other reasons included staying far outside Kuala Lumpur (26.9%), busy with daily task (9.0%) new member (8.4%), PAMAJA only closed to new participants (5.4%), not registered with PAMAJA (3.0%) and PAMAJA's activities are not interesting (1.8%)

Most of respondent (91.6%) strongly suggested the activities to establish a network among the members as core activities of PAMAJA in future. Respondents also express their support to the suggested activities which includes international exchange activities with Japan (86.2%), international exchange activities with other Alumni Association in ASEAN (77.8%), orientations for new participants of the program (63.5%), community help activities (55.1%), activities for country's development (47.9%) activities for the world peace (41.9%) and activities for environmental issues (37.1%).

On top of that, respondent suggested other activities for PAMAJA in future. They include activities to foster members relationship such as increase members' participation, conducting activities outside Kuala Lumpur, annual gathering, sport and recreation, PAMAJA's magazine and convention, PAMAJA's web site, state meeting and family day.

Next suggestion highlights the training activities for PAMAJA's members. This includes the Japanese Language and culture classes, member's career and entrepreneurship development, motivation building activities and provide training to foreigner about Malaysia.

Other activities suggested to foster international relationship are visit of participant from other country, foster-family visit to Malaysia, develop a "Malaysia Village" in Japan, Japan re-visit and visit to other countries.

Lastly, several economic activities suggested. They include exploring of new business opportunities, setting up the PAMAJA Cooperative and fund raising activities.

Second Phase of this research involved the usage of qualitative methodology. The decision to use this method arise after analyzing the quantitative analysis result whereby some of its findings is too brief and need to be detail in.

First step taken was an appointment with JICA officer to discuss quantitative findings and explore as well as getting approval to use qualitative method to gather relevant in-depth data. After getting approval, a meeting was held among several PAMAJA research team to explore appropriate qualitative techniques. Among techniques discussed include the one-to-one interview and group discussion. Finally, the research team agreed to use group discussion.

Next step taken was exploring key points to set up relevant guided questions. The question agreed as follows:

1.0 Impact of the program regarding its contribution to:

- 1.1 Participants' individual growth.
- 1.2 Participants' professional/career growth.
- 1.3 International understanding and promoting friendship between ASEAN and Japan.
- 1.4 International understanding and promoting friendship among ASEAN countries.

*(Please identify any other positive impacts of the program and explain the achievements)*

- 2.0 Situation analysis, evaluation and suggestions regarding:
  - 2.1 Procedure for selection of participants (*with refer to notes attached*).
  - 2.2 Preparation for participation in the program (*from after being informed of being selected including pre-departure orientation program*).
  - 2.3 Duration and content of each sub-program in Japan (*Orientation in Japan, lectures, discussion, visits, home stay, seminars*). To discuss also relevant of program content to the need of Malaysia for her development.
  - 2.4 Cost effectiveness of the program.
  - 2.5 Alumni activities & JICA AfterCare for the ex-participants.
- 3.0 General suggestions for the future of the program.
- 4.0 Suggestions to develop PAMAJA in terms of administering members and financial support. Take into consideration about the conditions in the future where subsidy fund will be reduced or none at all from JICA.

Further, a group of facilitators to conduct group discussion identified. They were both from PAMAJA and public. This is followed by a meeting with them to digest the questions and develop understanding of guided questions. This process is a must in order to ensure a proper channeling of idea and meanings which play important role in achieving data validity. Qualitative concept, facilitation strategies, data collection methodology, qualitative ethic and controlling methods were discussed.

Next group identified was a “note taker”. For this purpose, a group of University Malaya students were selected and informed. Later, a group of informant among PAMAJA member were identified. The preparation stage ended with the setting up of data collection exercise date.

On the day of data collection exercise, a meeting of all parties involved (facilitator, informants and note taker) were held at Za'aba Hostel of University Malaya. A short briefing of the exercise were presented to explain the purpose of gathering and data collection and getting their willingness.

As a normal qualitative procedures and ethic, a declaration of information secrecy was announced. Function of each party was explained and a final check of discussion room and equipment was carried out.

When everybody was ready, informants were grouped up and discussion was started. Each group consist of five to six informants, two note taker and one facilitator. Discussion was held for about one hour. Upon finishing the discussion, all parties involved were given appropriate acknowledgement.

Next step involved post-discussion among facilitator, note taker and research coordinator to synchronize, clean, structure and interprate all information and data for writing purposes.

**Discussion parameters covers the following:**

- 1.0 IMPACT OF THE PROGRAM
  - 1.1 Participants' individual growth.
  - 1.2 Participants' professional/career growth
  - 1.3 International understanding and promoting friendship between ASEAN and Japan.
  - 1.4 International understanding and promoting friendship among ASEAN countries.

- 2.0 PROCEDURE FOR SELECTION OF PARTICIPANTS
- 3.0 PREPARATION FOR PARTICIPATION IN THE PROGRAM
- 4.0 DURATION AND CONTENT OF EACH SUB-PROGRAM IN JAPAN  
(ORIENTATION IN JAPAN, LECTURES, DISCUSSION, VISITS,  
HOME STAY, SEMINARS).
- 5.0 PROGRAM CONTENT TO THE NEED OF MALAYSIA FOR HER  
DEVELOPMENT.
- 6.0 EFFECTIVENESS OF THE PROGRAM.
- 7.0 ALUMNI ACTIVITIES & JICA AFTERCARE FOR THE EX-  
PARTICIPANTS.
- 8.0 GENERAL SUGGESTIONS FOR THE FUTURE OF THE PROGRAM.
- 9.0 SUGGESTIONS TO DEVELOP PAMAJA IN TERMS OF  
ADMINISTERING MEMBERS AND FINANCIAL SUPPORT.  
TAKE INTO CONSIDERATION ABOUT THE CONDITIONS IN  
THE FUTURE WHERE SUBSIDY FUND WILL BE REDUCED OR  
NONE AT ALL FROM JICA.



*SCENE DURING PHASE 2 - QUALITATIVE EVALUATION METHOD*



*Discussion groups during group storming session at University Malaya, Kuala Lumpur.*



*Mr. Mohammad Bin Salleh – Head Of the PAMAJA Research Study Committee*



*Selected participants who attended the Qualitative Evaluation at University Malaya, Kuala Lumpur.*

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**8.1 IMPACT OF THE PROGRAMME****8.1.1 PARTICIPANTS' INDIVIDUAL GROWTH**

Almost all respondents agreed that the program had an affect on their personality upon returning from Japan. Among these and the most significant ones are understanding the values of :-

- a) Time management and punctuality.
- b) Cleanliness and civic consciousness.
- c) Compromization and friendship solidarity.

**8.1.2 PARTICIPANTS' PROFESSIONAL/CAREER GROWTH**

Many are reported to made major improvements in their career development, which falls under the following categories :-

- a) To be given the opportunity to contribute in office administration improvements.
- b) To be promoted to a better position.
- c) To be able to develop creativity in the area of work improvements i.e. work scheduling and organisation, quality management and cleanliness of working environment.
- d) To be able to gather good and important resources to venture into potential and viable business i.e. to make use of the friendship linkages to built-up business venture.

Most of them agreed that their experiences and exposures in the Friendship Programme have given them many ideas that can be applied in their job furtherment. It should be mentioned that a substantial portion of the respondents agreed that they can identify better the relevant course of action that they should take for their own betterment. Some had even began to set-up their own businesses by using the ideas that they acquired during their stay in Japan. Refer to APPENDIX F for reference of some of the significant ex-participants who made remarkable achievement in their career based on what they had gained from the Friendship program.

### **8.1.3 INTERNATIONAL UNDERSTANDING AND PROMOTING FRIENDSHIP BETWEEN ASEAN AND JAPAN**

Many agree that the 'ASEAN Component' be the platform for the ASEAN-Japan friendship relation promotion. A number of the respondents in the ASEAN component felt that sometime competition exist amongst the members and there are occasions where they seek special attention from their Japanese counterparts especially during interactions to the extent that some of the members among the ASEAN Components had to compromise.

In this aspect, some even make suggestion that JICA should allocate little bit of time for the ASEAN Components to get to know one another more before they are being interacted with the Japanese counterpart. Some felt that there are room for improvements in the orientation in the 1<sup>st</sup> week to accelerate the understanding among the ASEAN members from a superficial relation to a more mutual relation. The multi-national relational interaction program approach is more better to be used here than the multi-racial approach.

Many felt that this is important because there are some that mentioned that that differences among members of ASEAN countries can be seen during interactions and discussions. Malaysians are advised to be prepared with up-to-date information and knowledge, especially issues pertaining to economics, social and political and it is an obvious reaction that the Japanese participants are seldom conceal from information sharing.

#### **8.1.4 INTERNATIONAL UNDERSTANDING AND PROMOTING FRIENDSHIP AMONG ASEAN COUNTRIES**

To a certain extent, most of the participants in ASEAN component category agreed on the existence of natural understanding among the participants. A major portion of the correspondents from the ASEAN component category are of the opinion that the Friendship Programme is the best platform to establish and develop friendship with delegates of ASEAN countries. This platform also act as an avenue for members of ASEAN countries in fostering mutual relationship in a month long activities. Many indicate their appreciation to JICA for providing a platform and most felt that they had established meaningful relationship with foreign friends. The single country respondents, however, are of the view that they had little opportunity for interaction with ASEAN counterparts.

Most of the commendable appraisal came from the participants of the ASEAN component category since they had the opportunities to socialize with members of other ASEAN countries throughout the program. The opinion differs very much from respondents of a single country category, whom highlighted the importance of having a platform or allocation of time for a get-to-know session with their counterparts from other ASEAN countries.

## **8.2 SITUATION ANALYSIS, EVALUATION AND SUGGESTIONS**

### **8.2.1 RECEIVED A BALANCED SITUATION (PROS AND CONS) IN EVALUATING THE SELECTION PROCESS.**

Disagreement was voiced out in terms of perceived “favouritism” in the organisation, preference of position, improper communication channel and last minute information.

### **8.2.2 PARTICIPANTS AGREED THAT THEY ARE WELL PREPARED FOR THE PROGRAMME.**

Due to the following courses organised by JPA with the co-orporation of PAMAJA and JICA :-

#### Group Binding & Team Building Orientation

- a) mentally and physically
- b) motivation

#### Pre-departure programme

- a) concentrate on Japanese language classes
- b) cultural inclination

### **8.2.3 MAJOR PORTION AGREED WITH THE PROGRAMME SCHEDULE**

However, a disagreement was mentioned over the frequent visits to shrines and museums

- a) The objective of the programme is well received by the participants and thanked JICA for a wonderful effort in fostering mutual understanding.

- b) The alumni activities are well received by all ex-participants. Ex-participants are automatically members of PAMAJA (subject to registration and payment of membership fee). It was found that not all ex-participants are familiar to JICA AfterCare.

### **8.3 SUGGESTIONS TO DEVELOP PAMAJA**

Most of the opinion voiced out wants PAMAJA to exist and be able to carry out the task to manage ex-participants. Suggestion were made to PAMAJA to strengthen the various aspect of her organisation as follows:

#### **a) MANAGEMENT**

1. Due to the many program being carried out now, PAMAJA should have a permanent staff.
2. To ensure the calling of the General Meeting involved all members.
3. To seek on-going support from JICA and other organization in and out of Malaysia.
4. To keep track or members development in career, existence and location.
5. To ensure all members received latest news about Friendship development and PAMAJA as well.
6. To keep a list of strong supporters from members who are in the business field for future support to PAMAJA.
7. To look into economic relational opportunities for members who are involved in the businesss field or other career field as well so that there will be knowledge exchange resources for apecific development.

8. To join as associate member or partner with organisation that are well established in order for PAMAJA to gain extensive support for her program.

**b) OFFICE**

1. PAMAJA to look into her own Secretariat office for members interactions and program coordination.
2. To keep a list of important communication like e-mail address, telephone numbers and faxes for members query references.
3. To set-up PAMAJA Homepage.
4. To publish the communications of ASEAN members or their associations.

**c) FINANCIAL**

1. To set-up PAMAJA financial resources institution like cooperatives or foundation.
2. To look into scholarship fund and training opportunities for members for their career development.

**d) PROGRAMS**

1. To have more ASEAN-Japan based programs for members interactions.
2. To have more inter-state activities to improve members cohesiveness and understanding.
3. To look into program opportunities for the family members of PAMAJA like wives and childrens.
4. To provide opportunities for non-PAMAJA members to be able to experienced something like the friendship program but to be coordinated by PAMAJA.

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# APPENDICES

- APPENDIX A - INVITATION LETTER FROM JICA AND EVALUATION STUDY CONTRACT AGREEMENT.**
- APPENDIX B - QUESTIONAIRES (In the National Language, Bahasa Malaysia).**
- APPENDIX C - SPSS DATA ANALYSIS READOUT FOR THE PHASE 1 - QUANTITATIVE ANALYSIS.**
- APPENDIX D - NOTES ABOUT THE CONSTITUTION OF PAMAJA.**
- APPENDIX E - PAMAJA BOARD OF COMMITTEE MEMBERS FOR THE 1996/98 SESSION.**
- PAMAJA STATE COORDINATING COMMITTEE
  - EVALUATION STUDY RESEARCH COMMITTEE
- APPENDIX F - CAREER ACHIEVEMENTS AMONG PAMAJA MEMBERS.**
- APPENDIX G - PAMAJA GROUP BINDING & TEAM BUILDING ORIENTATION.**
- APPENDIX H - ASEAN YOUTH RENAISSANCE (Seminar paper)**





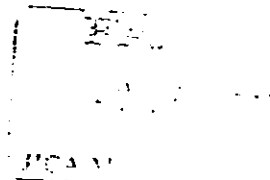
# **APPENDIX A**

INVITATION LETTER FROM JICA  
&  
EVALUATION STUDY CONTRACT  
AGREEMENT.

Japan International Cooperation Agency *JICA*  
Shinjyuku Maynds Tower Bldg., 1-1, Yoyogi, 2-chome, Shibuya-ku, Tokyo, Japan 151  
Facsimile: (81-3) 5352-5149 Telephone: (81-3) 5352-5382

2 December 1997

Mr. Abdul Rahman Bin Abdul Razak  
President  
PERSATUAN ALUMNI  
MALAYSIA-JAPAN  
(PAMAJA)



Since the Friendship Programme started with 6 ASEAN countries in 1984, more than 9,000 youth from ASEAN countries have attended this program. This program has contributed significantly to deepening mutual trust and friendship between ASEAN countries and Japan.

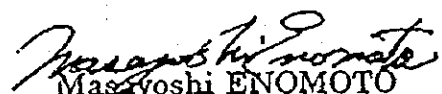
This year, 13 years since its commencement, an overall evaluation of the Friendship Programme is to be done by JICA for further improvement of the quality of the Programme for the coming 21st century.

On conducting this evaluation study, it would be highly appreciated if each alumni association in ASEAN countries would assist us in our efforts, such as by conducting a questionnaire survey of all the ex-participants of your country and making a report about the Friendship Programme and the alumni activities. The terms of reference for the alumni associations is as stated in Appendix A.

It is our regret that our request may be very demanding, however, we believe that it will be useful in promoting your alumni activities. For your reference, the necessary expenses to conduct the work are prepared for each of the alumni associations. We really appreciate your cooperation in this matter.

We are looking forward to your report.

Sincerely,

  
Masayoshi ENOMOTO

Managing Director of  
Office of Evaluation & Post  
Project Monitoring  
JICA

## CONTRACT AGREEMENT FOR THE EVALUATION STUDY OF THE YOUTH INVITATION PROGRAMME

This contract was drafted and made effective on this 19 January 1998 by and between Japan International Cooperation Agency, with its principal office at Suite 18.1W, 18th Floor, Wisma Sime Darby, Jalan Raja Laut, 50480 Kuala Lumpur, and represented in this contract by its resident representative Ryuzo Nishimaki, and hereinafter referred to as JICA, and The Alumni of Friendship Programme For the 21st Century ASEAN-JAPAN, MALAYSIA (PAMAJA), with its principal office at C/O Look East Policy Section, Public Service Department, Block B, Level 2, Wisma JPA, Jalan Tun Ismail, 50510 Kuala Lumpur, represented in this contract by Abdul Rahman Bin Abdul Razak, president, and hereinafter referred to as the ALUMNI ASSOCIATION.

Whereas JICA is undertaking a study to evaluate The Youth Invitation Programme and utilize the results of the study for the improvement of the activities of this programme in the future, JICA engages the services of the ALUMNI ASSOCIATION subject to the following terms and conditions:

### ARTICLE 1: Objective of Study

The objective of the study is to evaluate The Youth Invitation Programme with a view to evaluating the achievement and impacts of the project.

### ARTICLE 2: Specifications

The services shall be performed in accordance with the Terms of Reference set forth in Appendix A.

### ARTICLE 3: Preparation for Work

The ALUMNI ASSOCIATION shall prepare all the necessary personnel and all the required materials and facilities for the performance of the work. JICA shall have the right to check such materials and facilities at any time during the execution of the work.

### ARTICLE 4: Submission of Study Results

The ALUMNI ASSOCIATION shall submit the work outputs, as stipulated in Appendix A. If the final results are not accepted by JICA, the ALUMNI ASSOCIATION shall revise the work as soon as possible and shall submit the results again to JICA for its inspection. JICA shall accept the results if the work was revised to the satisfaction of JICA.

### ARTICLE 5: Payment

In consideration of the full and satisfactory performance of the assigned tasks, JICA will pay the ALUMNI ASSOCIATION the total amount of RM20,000. A breakdown of this remuneration is shown in Appendix B.

**ARTICLE 6: Liability**

JICA shall be exempt from any damage, loss and/or accident incurred by or arising from the third party in connection with any activity of the ALUMNI ASSOCIATION during the implementation of this contract.

JICA shall not be liable for compensation for the death, disability, or other hazards that may be incurred by the member(s) of the ALUMNI ASSOCIATION as a result of his/her work employment in the said project under this contract.

**ARTICLE 7: Termination of Contract**

JICA has the right to terminate this contract by giving a prior written notice to the ALUMNI ASSOCIATION, if any of the following apply;

- (1) If JICA judges that completion of the work cannot be expected within the time set forth in ARTICLE 4 and in accordance with the time schedule submitted by the ALUMNI ASSOCIATION and approved by JICA, due to causes applicable to the ALUMNI ASSOCIATION,
- (2) If the ALUMNI ASSOCIATION does not commence the work or if it suspends the work for a certain period from the effective date of this contract without (at JICA's discretion) justified reasons after the effective date of this contract,
- (3) If the ALUMNI ASSOCIATION violates any provision of this contract and does not rectify it within 5 days after the ALUMNI ASSOCIATION has received notice of the breach of contract from JICA,

**ARTICLE 8: Doubts or Unspecified Items**

Any doubts in connection with this contract agreement or anything not specified in this document shall be resolved amicably by mutual agreement from both parties.

**ARTICLE 9: Maintenance of Secrecy**

Both JICA and the ALUMNI ASSOCIATION agree to keep confidential all information received from the other that is of a proprietary nature, and shall disclose the confidential information only to its own officers, directors, employees and agents who need to know such information and agree to maintain the confidentiality thereof.


ARTICLE 10: Validity of the Agreement

This contract shall remain valid and effective until JICA accepts the accomplished outputs. In witness whereof, the parties through their respective representatives, have hereunto affixed their signatures, 19 January 1998 at JICA Office.

For and on behalf of :  
Japan International  
Cooperation Agency (JICA)

  
Ryuzo Nishimaki

For and on behalf of :  
The Alumni of Friendship Programme  
For The 21st Century ASEAN-JAPAN,  
Malaysia (PAMAJA)

  
Abdul Rahman Bin Abdul Razak

PERSATUAN ALUMINI PROGRAM PERSAHABATAN  
ASEAN-JEPUN ABAD KE 21, MALAYSIA (PAMAJA)  
d/a Cawangan Dasar Pandang Ke Timur, Bahagian Latihan,  
Jabatan Perkhidmatan Awam, Blok B, Aras 2, Wisma JPA,  
Jalan Tun Ismail, 50510 Kuala Lumpur.  
Tel: 03-2995451 Fax: 03-2910131

TERMS OF REFERENCE

FOR

THE EVALUATION STUDY ON THE YOUTH INVITATION PROGRAMME IN SIX ASEAN COUNTRIES

I. OVERALL OBJECTIVES OF THE STUDY

The Study aims:

- (1) To evaluate achievements and impacts of the Youth Invitation Program in six (6) ASEAN countries, namely Brunei, Indonesia, Malaysia, the Philippines, Singapore and Thailand
- (2) To make suggestions for the program content
- (3) To make suggestions for the alumni activities and JICA's support system
- (4) To guide the general direction of the program in the future.

II. SCOPE AND METHODOLOGY OF THE EVALUATION STUDY

The Study will be implemented in line with the following procedures:

- (1) Review of existing reports and documents related to the program by Japanese experts in Japan
- (2) Interviews with staffs of implementing organizations by Japanese experts in Japan
- (3) Surveys for all the ex-participants of the program by the Alumni Associations in six (6) ASEAN countries
- (4) Interviews and qualitative evaluations of the program by the Alumni Associations in six (6) ASEAN countries
- (5) Submission of reports by the Alumni Associations to JICA
- (6) Field Study by Japanese experts in Malaysia, the Philippines and Thailand
- (7) Analysis of all the information and data gathered through the above procedures by Japanese experts in Japan
- (8) Completion of the evaluation report by Japanese experts in Japan.

### III. SCOPE OF WORK FOR THE ALUMNI ASSOCIATION IN SIX ASEAN COUNTRIES

For a part of the evaluation study, the Alumni Associations in six(6) ASEAN countries are expected to:

- (1) Form a committee for this evaluation project. Although the committee members are volunteers, they can be paid adequately from the grant that JICA is going to provide. If the committee decides, it can also hire consultants from outside.
- (2) Conduct a concrete survey sending questionnaires to all the ex-participants of each country. Although each Alumni Association is expected to put all the questions in Appendix C in the questionnaire, each alumni is welcome to include additional questions regarding the program and alumni activities. If necessary, they should be translated into the local languages. Postal stamps should be provided for ex-participants to return the questionnaires.
- (3) Make a summary of the statistics for each question of the survey and analyze the results.
- (4) Beside the survey, organize qualitative and creative evaluations of the program and the alumni activity.
- (5) Make a draft report of less than 200 pages in English and submit three copies of the report to the JICA representative office in each country by February 15th, 1998. The report should include the following content:
  - a. Executive Summary
    - Outline and conclusion of the report to be summarized in five (5) pages
  - b. Description of the process of this evaluation project
    - List of the evaluation committee members' Records of Meetings
    - List of collected data and information
    - Daily activity report of the committee
  - c. Country specific information including:
    - Overview of the international youth exchange program in each country
    - Description of the history, organization and activities of each Alumni Association
    - Procedure for nomination of participants in each country



· Organization of the pre-departure training in each country

d. Survey results including:

- Number of questionnaires sent and returned
- Simple statistics of all the questions
- Analysis of the statistics

e. Analysis of impact of the program regarding its contribution to:

- International understanding and promoting friendship between ASEAN and Japan
- International understanding and promoting friendship among ASEAN countries
- Participants' professional growth
- Participants' individual growth

Please identify any other positive impacts of the program and explain the achievements

f. Situation analysis, evaluation and suggestions regarding:

- Procedure for nomination of participants
- Preparation for participation of the program (including pre-departure orientation program)
- Duration and content of each sub-program in Japan (lectures, visits, home stay, seminars etc.)
- Cost effectiveness of the program
- Alumni activities and JICA's after-care for ex-participants

When these evaluations are made, please determine efficiency, effectiveness, impact, sustainability and constraints of the program referring to the survey results and discussions among the Alumni members.

g. General suggestions for the future of the program

(6) Give a presentation on the contents of the report at the Executive Annual Council Meeting of AJAFA-21 to be held in Thailand in March, 1998. For reference, bring and distribute five (5) copies of the report at meetings with other Alumni Associations.

(7) Make a final report, if any comments are made by Japanese experts and other Alumni Associations at the above meeting, and submit to the JICA representative office in each

country by March 31st, 1998.

- (8) Assist the Japanese experts with their interviews with ex-participants (selection of interviewees and arrangement of the interviews) during their visit in Malaysia, the Philippines and Thailand in March, 1998.

Further information concerning this evaluation study may be obtained from:

Masahiko DOI (Mr.) Office of Evaluation and Post Project Monitoring, JICA

TEL No.: 81-3-5352-5382      FAX No.: 81-3-5352-5149

E-Mail Address: masadoi@jica.go.jp

Keiko SANO (Ms.) Youth Invitation Division, Training Affairs Department, JICA

TEL No.: 81-3-5352-5403      FAX No.: 81-3-5352-5018

E-Mail Address: skeiko@jica.go.jp

## CONDITIONS AND BREAKDOWN OF REMUNERATION FOR CONSULTANCY WORK

### 1. Conditions

- (1) JICA shall pay the contract amount of up to RM20,000 to the ALUMNI ASSOCIATION.
- (2) The contract amount include remuneration and other costs.
- (3) Any cost in excess of this amount must be paid by the ALUMNI ASSOCIATION.
- (4) The payment of the contract amount must be paid by JICA to the ALUMNI ASSOCIATION as follows;

#### Advance Payment:

40% of the contract amount will be paid as an advance payment immediately after the signing of the contract agreement.

#### Final Payment:

The remaining 60% of the contract will be paid after the submission of the final report and upon JICA's approval.

Questionnaire for Ex-participants of the Youth Invitation Program

F1. Your Name

F2. Your Home Address

F3. Your mailing address of this letter was: 1. Correct 2. Incorrect

F4. Your Tel. Number (if you have one)

F5. Your Fax Number (if you have one)

F6. Your E-mail Address (if you have one) F7. Sex

F8. Your Birth Year

F9. Your Nationality

F10. Present Profession

(Please write your occupation, organization and position specifically.)

F11. The year you participated in the Friendship Programme for the 21st Century  
(19\_\_)

F12. The professional group you participated in (EX. Education, Civil Servant I)

(If you participated in any ASEAN Component Group, please state.)

Q1. How did you learn of the program? (Multiple Answer)

1. Through the press
2. From government offices
3. From JICA representative office
4. From your work place
5. From ex-participants or Alumni Association

6. Other (Open Answer)

Q2. What do you think about the selection process of the participants? (Single Answer)

1. Fair
2. Not fair
3. Do not know

If you have any suggestions for the selection process of participants, please write. (Open Answer)

Q3. Why did you participate in the program? (Please choose A, B, C or D for each item. A:

Agree B: Partly Agree C: Disagree N: No Answer)

- |   |         |
|---|---------|
| 1. To visit Japan   | A B C N |
| 2. To make friends with someone from Japan                      | A B C N |
| 3. To make friends with someone from your own country or region | A B C N |
| 4. Interested in international exchange programs                | A B C N |
| 5. To improve your professional knowledge                       | A B C N |
| 6. Advised by your organization                                 | A B C N |
| 7. To win honor   | A B C N |

Any other reasons (Open Answer)

Q4. How have you benefited from the program (Please choose A, B, C or D for each item. A:

Agree B: Partly Agree C: Disagree N: No Answer.)

- |  |         |
|--|---------|
| 1. Could learn about the society of Japan                    | A B C N |
| 2. Could learn professional knowledge in your field          | A B C N |
| 3. Could promote mutual understanding with Japanese          | A B C N |
| 4. Could deepen interest in international issues             | A B C N |
| 5. Could be proud of your own country                        | A B C N |
| 6. Could understand the importance of international exchange | A B C N |
| 7. Has changed your way of thinking                          | A B C N |

- 8. Could learn how to communicate with people from a different culture A B C N
- 9. Could learn how to act in good order as a group member A B C N
- 10. Could advance your career A B C N

Q5. What kind of activities in the program did you find most beneficial? (Please choose a maximum three (3) items.)

- 1. Lectures on Japan
- 2. Lectures on your professional field
- 3. Japanese language lessons
- 4. Visits related to your professional field
- 5. Observation Tour to understand Japan
- 6. In-House Seminars with Japanese youths
- 7. Home stay

Q6. How did your impression of Japan change after participating in this program?

- 1. Much better
- 2. Better
- 3. Worse
- 4. No change
- 5. Don't know

For those who chose 1,2 or 3, in what way did you change your impression? (Open Answer)

Q7. Are you still in touch with the people you met in the program? If so, with what kind of people do you still keep in touch? (Multiple Answer)

- 1. No, you are not in touch with any.
- 2. Participants of your own country
- 3. Japanese participants of the seminar
- 4. Participants of other countries
- 5. Host family
- 6. Japanese who you met during your visits (other than the seminar or homestay)

7. Program staff in charge

Q8. Which do you think more important or better for the program? (Please choose a or b)

1.

a. Providing professional knowledge in the participants' field

VS.

b. Promoting international exchange

2.

a. Maintaining the current balance of the programs in Tokyo and local areas in Japan

VS.

b. Increasing the programs in local areas and regional cities in Japan

Q9. Do you receive "Dear Friends" twice a year?

1. Yes

2. No

If Yes, what kind of articles do you think "Dear Friends" should include? (Open Answer)

Q10. Are you participating in the alumni activities of the program in your country?

1. Yes, actively

2. Yes, sometimes

3. No

If No, why? (Multiple Answer)

1. Because you are too busy,

2. Because you do not live in the capital city.

3. Because there is no information about the Alumni Association.

4. Because the activities of the Alumni Association are not interesting.

5. Because the Alumni Association is closed to new participants.

6. Others/ (Open Answer)

**Q11. What kind of activities do you think the Alumni Association should have in the future?**

**(Multiple Answer)**

- 1. Activities to establish a network among the members**
- 2. Orientations for new participants of the program**
- 3. International exchange activity with Japan**
- 4. International exchange activity with other Alumni Associations in ASEAN**
- 5. Activities for the development of your country**
- 6. Activities for world peace**
- 7. Activities for environmental issues**
- 8. Activities to support people who need help**

**Any other ideas (Open Answer)**

**Q12. What do you expect from JICA in supporting the Alumni Association? (Open Answer)**

**Q13. Please write suggestions or ideas for future programs. (Open Answer)**

**Thank you very much for your cooperation!**



# **APPENDIX B**

## **QUESTIONNAIRES**

**(In the National Language, Bahasa Malaysia).**



# SOALSELIDIK KAJIAN PENILAIAN PROGRAM PERSAHABATAN ABAD KE 21

*Evaluation Study Questionnaire on The Youth Invitation Program*

(Sila berikan maklumat dan pandangan serta cadangan mengikut keperluan soalan yang dikemukakan)

## 1.0 MAKLUMAT PERIBADI

NAMA:..... JANTINA:.....  
 Alamat (Rum):..... Alamat (Pej.):.....  
 .....  
 .....  
 .....  
 No Tel. (Rum.):..... No Tel (Pej.):.....  
 No Faks:..... E-Mail:.....  
 Bangsa/Kaum:..... Tarikh Lahir.....  
 Jawatan Sekarang:..... Jabatan/Organisasi.....

## 2.0 MAKLUMAT PROGRAM YANG DI IKUTI

2.1 Tahun ke Jepun..... 2.3 Kumpulan .....  
 (Seperti Kumpulan Pendidikan, pertanian dan lain-lain)  
 2.2 Tempat "Homestay"..... 2.4. Tema.....  
 (Soalan 2.4 bagi kumpulan Asean sahaja nyatakan temanya seperti Kebudayaan, pendidikan dan sebagainya)

## 3.0 PANDANGAN MENGENAI PROGRAM

3.1 Bagaimanakah sahabat mengetahui mengenai program ini (Pilih hanya satu jawapan)

Melalui akhbar  Melalui pegawai/Kakitangan Kerajaan  
 Dari Jabatan Sahabat  Dari Pegawai atau Wakil JICA  
 Dari bekas peserta Lain-lain .....  
 (Tuliskan jika bertalian dari yang tercatat di atas)

3.2 Apakah pendapat sahabat mengenai proses pemilihan peserta (Tandakan yang sesuai)

Adil  Tidak Adil  Tidak Tahu

3.3 Tuliskan apakah kaedah pemilihan peserta yang sahabat fikirkan paling sesuai.....  
 .....  
 .....  
 .....  
 .....  
 .....  
 .....  
 .....

**Perhatian:** Bagi jawapan soalan 3.4 dan 3.5 sahabat diminta menyatakan sejauh mana sahabat bersetuju dengan kenyataan-kenyataan tersebut. Bulatkan "1" jika bersetuju, "2" jika tidak bersetuju "3" jika kurang bersetuju dan "9" jika tiada komen.

3.4 Mengapakah sahabat menyertai program ini

a) Untuk Melawat Jepun	1	2	3	9
b) Menjalin persahabatan dengan orang Jepun	1	2	3	9
c) Menjalin persahabatan dengan orang dari negara atau agama yang sama	1	2	3	9
d) Berminat dengan program pertukaran antarabangsa	1	2	3	9
e) Untuk meningkatkan pengetahuan profesional	1	2	3	9
f) Diminta oleh Jabatan/Organisasi sendiri	1	2	3	9
g) Untuk memperolehi penghargaan	1	2	3	9

3.5 Apakah faedah-faedah yang sahabat perolehi dari program ini

a) Boleh belajar mengenai masyarakat Jepun	1	2	3	9
b) Meningkatkan pengetahuan profesional dalam kerjaya sendiri	1	2	3	9
c) Dapat menjalin persefahaman dengan orang Jepun	1	2	3	9
d) Berpeluang mendalami isu antarabangsa	1	2	3	9
e) Berpeluang mewakili negera sendiri	1	2	3	9
f) Dapat memahami kepentingan perhubungan antarabangsa	1	2	3	9

g) Dapat memperbaiki cara berfikir	1	2	3	9
h) Dapat belajar berkomunikasi dengan orang lain yang berbeza budaya	1	2	3	9
g) Dapat belajar memperbaiki cara berhubung dengan ahli dalam kumpulan	1	2	3	9
h) Dapat memajukan kerjaya	1	2	3	9

3.6 Berdasarkan aktiviti dalam program persahabatan seperti berikut, sahabat diminta menyusun mengikut keutamaan dari segi feadah yang diperolehi. *(Tuliskan "1" bagi aktiviti yang paling berfaedah, "2" bagi yang aktiviti kedua berfaedah dan seterusnya "3", "4", "5", "6" dan "7" bagi aktiviti menduduki tempat ketiga, keempat, kelima, keenam dan ketujuh)*

- Syarahan di Jepun
- Syarahan mengenai bidang profesyen sendiri
- Pelajaran bahasa Jepun
- Lawatan yang berkaitan dengan profesyen sendiri
- Lawatan pemerhatian untuk mengenali Jepun
- Seminar dengan belia Jepun
- Keluarga angkat

3.7 Sejauh mana tanggapan sahabat mengenai Jepun berubah selepas menyertai program ini *(Tandakan satu pilihan sahaja)*

- |  |  |
|--|--|
| <input type="checkbox"/> Sangat bertambah baik | <input type="checkbox"/> Bertambah baik  |
| <input type="checkbox"/> Tiada perubahan       | <input type="checkbox"/> Bertambah buruk |
| <input type="checkbox"/> Tidak tahu            |  |

Tuliskan bagaimana dan mengapa tanggapan anda itu berubah.....  
 .....  
 .....  
 .....  
 .....  
 .....

3.8 Adakah sahabat masih menghubungi orang-orang berikut selepas menyertai program ini (Soalan ini tidak perlu dijawab sekiranya sahabat tidak menghubungi sesiapa selepas menghadiri program ini. Nyatakan mengikut keutamaan sahabat menghubungi mereka dengan menuliskan "1" bagi orang yang paling kerap dihubungi, "2" bagi yang kedua dan seterusnya)

- Peserta dari negara sendiri
- Peserta dari negara Jepun yang menghadiri seminar
- Peserta dari negara lain
- Keluarga angkat
- Orang Jepun yang ditemui semasa lawatan
- Kakitangan yang melaksanakan program ini

Bagi soalan 3.9 dan 3.10 sahabat diminta menandakan satu pilihan sahaja

3.9 Pada pendapat sahabat matlamat penting bagi program ini adalah

- Mendapatkan pengetahuan profesional dalam kerjaya sendiri
- Menggalakan persefahaman antarabangsa

3.10 Pada pendapat sahabat di antara dua pilihan kombinasi di bawah yang manakah paling penting bagi program ini

- Mengekalkan kombinasi program di Tokyo dan di tempat lain di Jepun sebagaimana yang ada sekarang
- Menambahkan program di tempat lain di Jepun berbanding dengan program di Tokyo

3.11 Adakah sahabat menerima majalah "Dear Friends" dua kali setahun

- Ya                       Tidak

Jika jawapan dalam 3.11 adalah "Ya" berikan cadangan apakah rencana yang perlu dimuatkan di

Dalamnya .....

.....

.....

.....

.....

**4.0 PERSATUAN ALUMNI PROGRAM PERSAHABATAN (PAMAJA)**

4.1 Nyatakan tahap penglibatan sahabat dalam PAMAJA

- Aktif                       Kadang-kadang                       Tidak Pernah

4.2 Jika jawapan dalam 4.1 adalah "tidak pernah" nyatakan mengapa

- Terlalu Sibuk
- Tinggal jauh dari Kuala Lumpur
- Tidak mendapat maklumat mengenai PAMAJA
- Aktiviti yang diadakan oleh PAMAJA tidak menarik
- PAMAJA hanya rapat dengan ahli baru sahaja

Sebab-sebab lain (*Tuliskan*).....  
.....

4.3 Apakah aktiviti-aktiviti yang perlu diadakan atau dikekalkan oleh PAMAJA pada masa akan datang (*Sahabat boleh memilih lebih daripada satu jawapan*)

- Aktiviti merapatkan perhubungan di antara ahli
- Orientasi untuk peserta baru bagi program ini
- Aktiviti program persahabatan dengan Jepun
- Aktiviti program persahabatan dengan persatuan alumni lain dari negara ASEAN
- Aktiviti pembangunan negara
- Aktiviti kedamaian dunia
- Aktiviti berkaitan dengan isu alam sekitar
- Aktiviti membantu masyarakat yang memerlukan bantuan

Aktiviti-aktiviti lain (*Nyatakan*).....  
.....  
.....  
.....  
.....  
.....

4.4 Apakah yang sahabat harapkan dari JICA untuk membantu PAMAJA?

.....  
.....  
.....  
.....  
.....

4.5. Apakah cadangan atau idea sahabat untuk memperbaiki aktiviti yang dilaksanakan oleh PAMAJA?

.....  
.....  
.....  
.....  
.....

4.6. Pada pendapat sahabat apakah peranan yang sepatutnya dimainkan oleh PAMAJA?

.....  
.....  
.....  
.....  
.....  
.....

**5.0 PANDANGAN MENGENAI KESELURUHAN PROGRAM PERSAHABATAN ABAD 21**

5.1 Apakah cadangan dan idea sahabat untuk memperbaiki Program Persahabatan Abad Ke 21 pada masa akan datang? .....

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.....

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**DIATAS KERJASAMA DAN PENELITIAN ANDA BAGI MEMASTIKAN KAJIANSELIDIK INI,  
PIHAK URUSETIA MENGUCAPKAN BERBANYAK TERIMA KASIH.**