

1. ASSA Recognition Award

- 1.1 The ASSA Recognition was first introduced by the Employees Provident Fund (EPF) of Malaysia in 2015. The purpose of the Award is to recognise ASSA member organisations' achievements.
- 1.2 The criteria and categories for the ASSA Recognition Award are as follows.

No.	Categories of Recognition	Description of the Categories
1.	Innovation Recognition Award	Creation of an innovative technology, product or service which has led to improvements in services or products.
2.	Transformation Recognition Award	A practice that has resulted in improvement in the overall effectiveness, efficiency, and success of the organisation.
3.	Customer Service Recognition Award	Organisations that have implemented successful customer service strategies which are able to meet customers' expectations in terms of delivery and quality of service.
4.	Continuous Improvement Recognition Award	Organisations that are in a never-ending effort to expose and eliminate root causes of problems. It usually involves many incremental steps towards improvements rather than one overwhelming innovation.
5.	Strategic Communication Recognition Award	Organisations that have pushed the boundaries when it comes to their communications strategy in order to ensure they truly engage with their members using various communication channels.
6.	Information Technology Recognition Award	Organisations that run their business using effective and reliable technologies that are essential to drive efficiency and productivity, and improve organisational outcomes and performance.
7.	Insurance Coverage Recognition Award	Insurance and social security schemes that have developed their proposition with a clear focus on retirement, health and meeting members' needs.
8.	Financial Literacy Recognition Award	Organisations that have introduced and provide advisory services on financial literacy and retirement planning to address issues on adequacy of members' savings for retirement.
9.	Investment Governance Recognition Award	Organisations that have reflected specific issues relating to the management of funds of social security institutions' objectives, ranging from the investment of benefits provided and also addressing issues on the adequacy of the fund.

1.3 The write-up should include the following:

WRITE UP TEMPLATE

CATEGORY	:	Transformation Recognition Award
ORGANISATION	:	SOCIAL SECURITY ORGANISATION (SOCSO)
CONTACT PERSON	:	Gayathri A/P Vadivel (gayathri.vad@perkeso.gov.my) Andreas Charles Akobiarek (andreas.akobiarek@perkeso.gov.my) Nur Auni Izzati bt Abdullah Suhaimin (auni.suhaimin@perkeso.gov.my)
NAME OF PROJECT	:	MYFUTUREJOBS National Employment Services
OBJECTIVE AND NATURE OF PROJECT	:	MYFutureJobs National Employment Services (MYFutureJobs NES) aims to help SOCSO beneficiaries and non-beneficiaries in accessing employment seamlessly and seek employment support through the case management system.
WHY IT SHOULD BE RECOGNISED	:	• MYFutureJobs NES is an ecosystem of employment support where jobseekers and employers will be supported in three main areas, namely personalised assistance, free-of-charge job search platform and real-time labour market infrastructure. • Not only the portal serves job-matching facilities, but also provides a complete ecosystem combining functions of social protection and employment support. MYFutureJobs portal transforms SOCSO's traditional practice of performing personalised job placements into digital integration of the case management. The new platform provides scaling up solution which enables SOCSO to serve from an average of 5,541 job seekers in the Return-To-Work (RTW) Programme since 2015 to 307,412 job seekers in 2021 as the organisation expands its existing social security protection. From new features available on MYFutureJobs portal, SOCSO is able to maintain and re-develop the operation of case managements functionality to cover a high volume of clients. • MYFutureJobs NES functions as the main platform for SOCSO's job brokerage services, following the demands of employers who seek potential candidates to be hired. After a year of MYFutureJobs implementation, SOCSO has accumulated over 810,860 vacancies and 66,180 employers since 2020, assisting more than 249,567 job seekers with secured employment and social security protection. • SOCSO also initiates employment of workers from the informal sectors through MYFutureJobs portal and provide awareness to informal workers to contribute voluntarily to the self-employment social protection scheme under SOCSO. From its commencement on

	April 1st 2021, MYFutureJobs accumulates 10,284 vacancies across 53 industries. • MYFutureJobs centralises high-skilled jobs for local job seekers, through the recent policy that requires employers to advertise their vacancies before they can hire foreign workers and expatriates. The policy aims to prioritise high skilled jobs to local workers. Since the policy implementation on January 1st 2021, MYFutureJobs has so far recorded 87,172 foreign job vacancies and 8,708 expatriate positions. • MYFutureJobs' existing platform enables the organisation to access real-time labour market information. By monitoring user behaviour, SOCSO plays an integral role in advising the federal government and policymakers to make informed decisions in relation to employment. • Its services are free, and anybody can have access to the portal. • Jobseekers register to MYFutureJobs portal using national ID and unique SOCSO registration code so that employers can avoid duplication. • With better function enhancements and evidence-based results, MYFutureJobs portal replaces the previous JobsMalaysia as the national employment portal. The portal is unique from other employment portals in terms of its unique case management system which translates into human embedded digital function.
SUMMARY OF THE PROJECT	MYFUTUREJOBS today is a result of the transformation journey from SOCSO's Return-To-Work programme in 2007. As part of SOCSO's social security protection for workers, The Return-To-Work Programme places emphasis on enabling the Insured Persons with disabilities to return to work in a safe and fast manner. Combining both the rehabilitation programme and delivering employment services through job search and training aids, the Insured Persons are assisted by SOCSO's case managers through an integrated approach, known as the case management system. Consequently, in 2018, the Government of Malaysia entrusted SOCSO through the Ministry of Human Resources to execute a new directive in providing protection for workers experiencing loss of employment. Through the Employment Insurance System (EIS), SOCSO is entrusted by the Government to provide financial assistance to replace income loss as well as employment services including job search and the provision of upskilling/reskilling training for the workers. SOCSO's Employment Service Officers (ESO) proactively engage with employers to organise open interviews and career fairs for the retrenched workers seeking employment, while simultaneously helping employers, as the EIS contributors, to find suitable candidates. As things stand, more job seekers apart from the EIS Insured Persons turn to SOCSO for employment and recruitment support. Following that, to leverage job matching services and connect the growing demands of employment services, SOCSO developed an online job portal formerly known as the EISJobs Portal. The online portal, which was later rebranded as MYFutureJobs, was soon declared as the National Employment Portal under the PENJANA initiative announced by the Malaysian Government in 2020. This saw SOCSO evolving into the role of the

	National Employment Services Provider. MYFutureJobs applies the Artificial Intelligence (AI) and Skilled-Based Matching technology from the Netherlands, a technology widely used by other Public Employment Services Providers worldwide including Belgium, Singapore, and Saudi Arabia. MYFutureJobs platform uses ESCO taxonomy (European Skills and Competencies) which combines matching of occupation names, skills and competencies for in-depth matching. Uniquely, MYFutureJobs portal incorporates the case management approach whereby each job seeker and employer is individually assisted to meet their employment and recruitment needs. SOCESO's role through MYFutureJobs as the national employment provider thrives during the Covid-19 pandemic. With MYFutureJobs already in place, SOCESO timely intervenes in the labour market with the aims to protect and support employment during the crisis. Since the PENJANA initiative, MYFutureJobs plays a crucial role in ensuring employment continues to survive and employees are retained in their jobs, particularly during the recovery phase. This is achieved through the implementation of the Hiring Incentives, Mobility Assistance, Training Programmes and open interview programmes with the cooperation from employers, under the PenjanaKerjaya programme. Overall, in 2020, SOCESO has successfully assisted over 161,603 individuals to return to work.
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