

RADIATION AND WASTE SAFETY TRAINING: TOWARD SUSTAINABILITY AND SELF- RELIANCE – A MALAYSIAN EXPERIENCE

Muhamad Lebai Juri, Shafaai Hassan and Daud Mohamed
Malaysian Nuclear Agency (Nuclear Malaysia)
Bangi 43000 KAJANG Selangor
Malaysia



SCOPE OF PRESENTATION

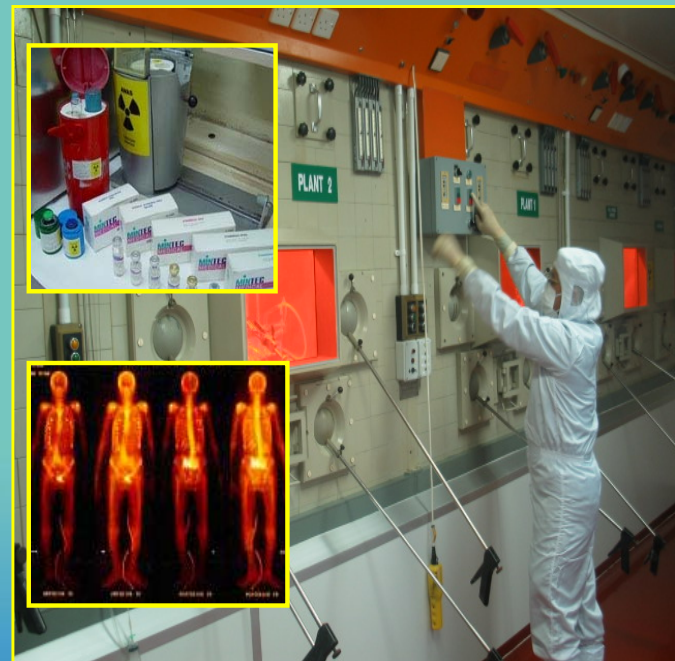
- Introduction
- Landscape of Radiation Training in Malaysia
- Sustainability – It's About Demand
- Stimulus Package
- Reaching the Customers
- Challenges and Moving Forward
- Conclusion

INTRODUCTION

- Success of an Organization links to the **workforce** executing their job functions
- Introduction of **Atomic Energy Licensing Act (ACT 304)** signified the dawn of Nuclear Science, Technology & Application (S,T&A) in Malaysia
 - Policies & implementation strategies towards regulation and application nuclear technology
- Three (3) organizations responsible for Nuclear S,T&A
 - Regulation authority: Atomic Energy Licensing Board (AELB) & Ministry of Health (MOH)
 - S,T &A: Malaysian Nuclear Agency (Nuclear Malaysia)

The Functions of Nuclear Malaysia:

- Conduct research and development (R&D), services and **training** in nuclear technology for national development;
- Promote the application, transfer and commercialization of nuclear technology; and;
- Coordination and management of nuclear affairs at national and international levels and as liaison agency for the International Atomic Energy Agency (IAEA);
- the National Authority for the Comprehensive Nuclear Test-Ban Treaty (CTBT) in accordance with the provisions of the Treaty itself.



LANDSCAPE OF RADIATION TRAINING IN MALAYSIA

- ***Training demands increases***
 - due to rising use of nuclear technology in Malaysia
 - Enforcement and licensing; monitoring and inspection by the authority
- ***Training providers***
 - Nuclear Malaysia (major)
 - Other small companies (privately-owned)
- ***Main Challenges of Training Provider***
 - To enhance human capital for the 3E goal
 - Target of 30% operational budget towards sustainability & self reliance

SUSTAINABILITY – IT'S ABOUT DEMAND

- Strategies to attract customers with value training
 - 4P (Product, Price, Place, People) marketing mix
 - Culture of creativity and Innovation
 - ‘Customer is a king’ and ‘customer run your business’
 - Understanding customers’ behavior
 - Maslow’s theory of Hierarchy of needs
- Periodic market survey for infrastructure and service improvement
- Pull and Push factors, WIAT and WIIFM factor

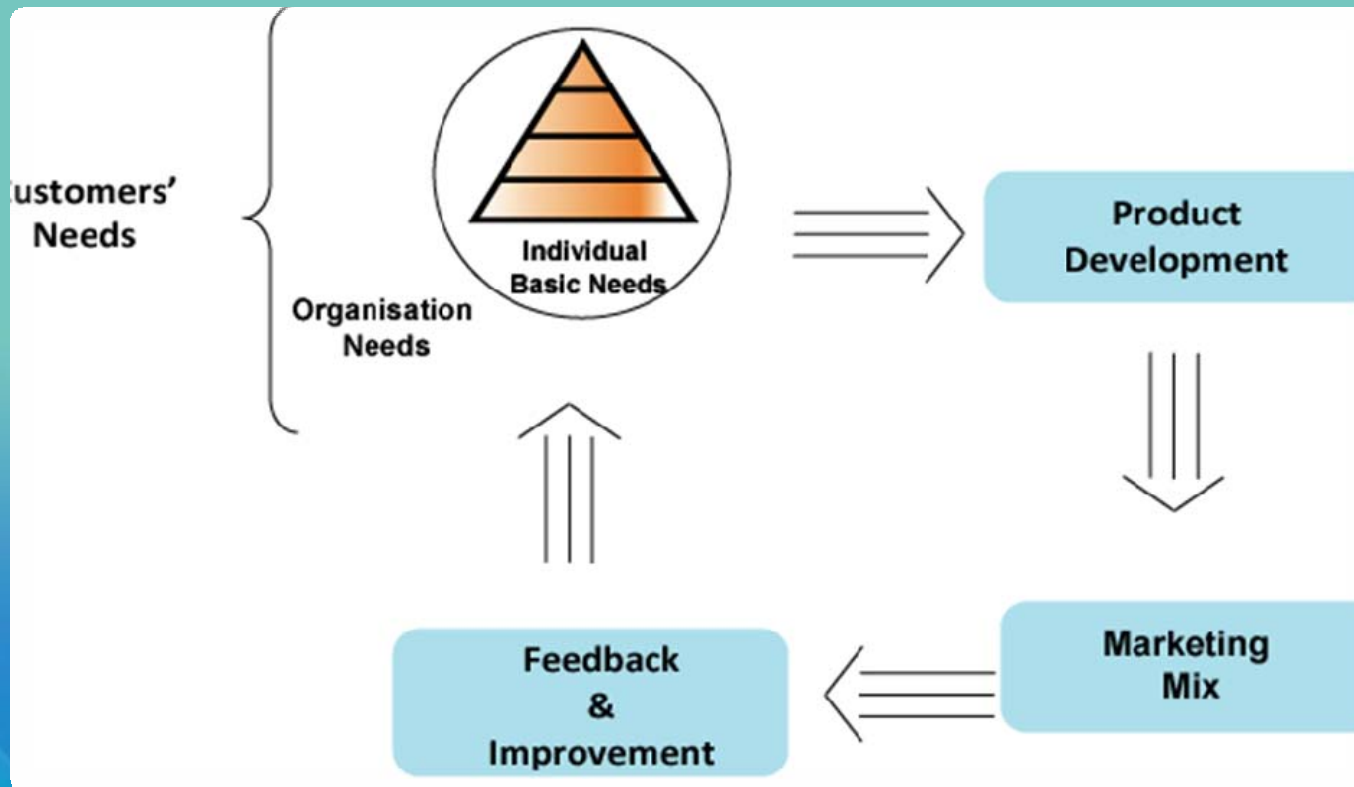


Fig. 1 Customer –centric Training Cycle to Ensure Sustainability

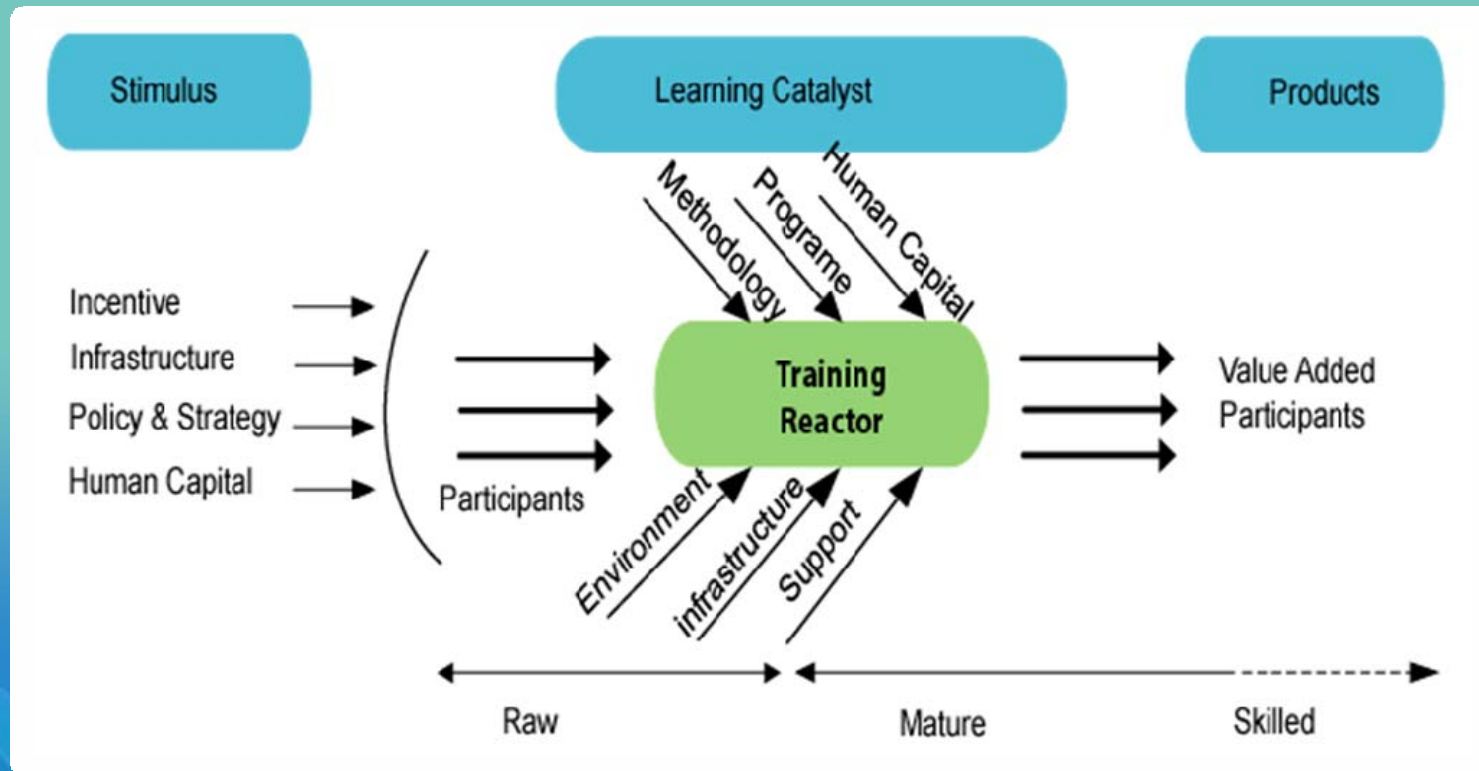


Fig. 2 The 'Pull And Push' Factors For Attractive Products And Sustainability

STIMULUS PACKAGE

- Government's economic Stimulus Package contains elements of HC & Training
 - ***Train and Place program***
 - ***Free training and allowances***
 - E.g. X-rays, NDT & RPO
- Strategic approach to win customers' confidence and product endorsement
 - Marketing initiatives
 - Right pricing
 - Adoption of logos, pathos and ethos
 - Listens & satisfy customers
- Create ***Iconic Products***
- Management of leadership strong support
- Diversify into 'soft skill' training & guidance (e.g. Techno-marketing; Course in entrepreneurship; Quality Symposium etc)

REACHING THE CUSTOMERS

Maintain status quo, expansion and penetration into new market

- Cross-border training
- Consortia
- Dua location approach
- Incentives
- Quality Management System
- Tuition-on Demand

CHALLENGES AND MOVING FORWARD

- The needs of performance appraisal at every stage of process
- Commitment various parties
- To balance in maintaining financial stability and strategic objectives
- Pressure of market leadership in oligopolistic scenario
- Introduction new products based on market needs
- Creation more Iconic Products
- Incorporation sustainability objective into business model

CONCLUSION

- Sustainability & self reliance linked to market acceptance endorsement and recognition
- Right strategies to win in competitive market and turbulence time
- Need pragmatic marketing strategies; attractive incentive; effective, efficient and ethical delivery system
- Future – to maintain and capture new customers'
 - Customer Royalty programme
 - Franchising
 - Continuous improvement
- Realizing the vision as regional & global player
 - Consolidate leadership position
 - Aggressive marketing
 - 3D workfare
 - World class infrastructure

Thank You

