

“Wanita MyWIRA”: Championing Women’s Inclusion and Empowerment

When the Madani Economy framework was announced by the Prime Minister of Malaysia last July, one of seven medium-term key performance indicators to be achieved within the next 10 years was to increase women’s participation to 60% of the workforce.

“Companies committed to Diversity, Equity, and Inclusion (DEI)..... will benefit from reviewing their human resources policies and aligning corporate goals.”



In line with that objective, Malaysia's Human Resources Ministry (KESUMA) via TalentCorp launched the 'Wanita MyWIRA' (translated as Women MyHERO) initiative last week, with the core mission of:

- Encouraging women to expand their role in contributing to socio-economic development;
- Advocating for better workplace practices to provide more conducive environments for the female workforce; and
- Reducing the gender gap in the workforce.

This initiative presently focuses on digitalising the Career Comeback Programme, which will facilitate tax incentives and build better data to advance women's position and strengthen cross-agency cooperation under KESUMA. Women empowerment programmes such as the Women Industry Network and Flexible Work Arrangements will also be consolidated under TalentCorp's oversight through Wanita MyWIRA.



Companies committed to Diversity, Equity, and Inclusion (DEI) as an integral component of ESG will benefit from:

- reviewing their human resources policies and aligning corporate goals consistent with the Wanita MyWIRA initiative.
- seeking out opportunities to participate in or support advocacy programmes offered by TalentCorp through Wanita MyWIRA aimed at helping employers implement DEI ideals and engage working women.
- leveraging any tax incentives related to the Career Comeback Programme that facilitate the return of women to the workforce.
- exploring the MyNext platform, which TalentCorp will use to create a centralised database for the women’s workforce, to make data-driven decisions to promote diversity.
- staying informed about TalentCorp’s Malaysia Critical Occupations List (MyCOL) and Industry-Academia Collaboration and how these support women’s initiatives.

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