



# 2ND QUARTER

2 0 2 3

SEBERANG PERAI CORPORATE PRIORITIES 2023

## ACHIEVEMENT REPORT MBSP's REPORT CARD



**YBHG. DATO' AZHAR  
BIN HAJI ARSHAD**  
MAYOR

### VISION

Seberang Perai Liveable, Resilient,  
Inclusive, Green, Competitive and  
Smart City

### MISSION

To provide urban services, development planning  
effectively and proactive to the needs of the  
community of Seberang Perai based on the  
principles of Trust, Accuracy and Fast

## 10 STRATEGIC PRIORITIES



**SP01**

Safe  
Environment



**SP02**

High Quality  
Facilities And  
Infrastructure



**SP03**

Healthy  
Lifestyle



**SP04**

Green  
Development  
And Clean  
Environment



**SP05**

Application of  
New  
Technology



**SP06**

Competitive  
Urban  
Economy



**SP07**

Strengthening  
Culture And  
Heritage



**SP08**

Resilient And  
Liveable City



**SP09**

Community  
Involvement



**SP10**

Inclusive And  
Impartial  
Urban  
Development



## RESILIENT

- 1 THE OFFICIATING CEREMONY OF THE LATEST SKYLIFT MACHINERY USED FOR LANDSCAPE MAINTENANCE AND DISASTER MANAGEMENT IN SEBERANG PERAI (3 APRIL 2023)
- 2 THE LAUNCHING CEREMONY OF MENGKUANG TITI MOSQUE SITE BY YAB PMX (14 APRIL 2023)
- 3 THE LAUNCHING CEREMONY OF MBSP STRATEGIC PLAN 2023-2030 & SEBERANG PERAI CORPORATE PRIORITIES 2023 (18 APRIL 2023)
- 4 LAUNCHING CEREMONY OF MBSP GENDER INCLUSIVENESS POLICY STRATEGIC PLAN 2023-2025 & MBSP GENDER INCLUSIVENESS POLICY ACTION PLAN 2023 (18 APRIL 2023)
- 5 MBSP HEALTH EXERCISE PROGRAMME (10 MAY 2023/21 JUNE 2023)
- 6 SHOOTING TRAINING FOR FIREARMS SUBMISSION AND RENEWAL OF MBSP FIREARM LICENSE 2023 (13 MAY 2023)
- 7 CIVIL SERVANT ASSEMBLY WITH YAB CHIEF MINISTER OF PENANG NO. 2/2023 (26 MAY 2023)
- 8 THE LAUNCHING CEREMONY OF THE BOOKLET ON 5 YEARS PENANG VISION 2030 ACHIEVEMENT (9 JUNE 2023)
- 9 "CAPITAL MARKET PUSH FOR PENANG ECOSYSTEM" PROGRAMME (12 JUNE 2023)
- 10 PENANG ECONOMIC ECOSYSTEM DEVELOPMENT STRATEGY (PENANG SEED) (12 JUNE 2023)
- 11 GROUND-BREAKING CEREMONY TO BUILD A NEW TAMAN SENANGIN HALL (20 JUNE 2023)
- 12 OPENING CEREMONY OF THE NEW FIRE STATION FOR THE VOLUNTARY FIREMEN'S ASSOCIATION (PBS) TAMAN SUKUN, BUKIT MERTAJAM (23 JUNE 2023)
- 13 CITY CORPORATE ASSEMBLY NUMBER 2 / 2023 (26 JUNE 2023)
- 14 THE LAUNCHING CEREMONY OF MENTOR MENTEE PROGRAMME (VEHICLE MAINTENANCE) (27 JUNE 2023)



## INCLUSIF

- 1 DECORATIVE LIGHTING PROGRAMME IN CONJUNCTION WITH HARI RAYA AIDILFITRI CELEBRATION (10 APRIL 2023)
- 2 MBSP MINI EDITION 2 OPERATION CROW SHARPSHOOTER (OPS CroSS) 2023 (6 MAY 2023)
- 3 CAR FREE MORNING @ SEBERANG PERAI (7 MAY 2023/4 JUNE 2023)
- 4 MBSP HARI RAYA CELEBRATION PROGRAMME (11 MAY 2023)
- 5 LEISURE ROWING WHILE CARRYING OUT CHARITY PROGRAMME WITH GOVERNOR OF PENANG, TUAN YANG DI-PERTUA NEGERI PULAU PINANG (13 MAY 2023)
- 6 SIGNING CEREMONY OF THE PLEDGE TO SUPPORT EARLY CHILDHOOD EDUCATION AND BEST PARENTING PRACTICES (20 MAY 2023)
- 7 MBSP 2024 BUDGET DIALOGUE TOWN HALL SESSION WITH MBSP COUNCILLORS (31 MAY 2023)
- 8 PENANG INTERNATIONAL FOOD FESTIVAL (PIFF) 2023 (3 - 25 JUNE 2023)
- 9 FAMILY DAY ♥ PENANG 2023 (11 JUNE 2023)
- 10 LAUNCHING CEREMONY OF THE 65TH NATIONAL LEVEL TILAWAH AND HAFAZAN AL-QURAN 1444H/2023 (13 JUNE 2023)
- 11 ANTI-TYPHOID VACCINATION OUTREACH PROGRAMME (18 JUNE 2023)
- 12 INAUGURAL CEREMONY OF KAMPONG BENGGALI HARD COURT AND PRESS CONFERENCE ON SEBERANG PERAI DRAFT LOCAL PLAN 2030 (15 JUNE 2023)
- 13 MBSP OPERATION CROW SHARPSHOOTER (OPS CroSS) MEGA EDITION SEBERANG PERAI TENGAH 2023 (17 JUNE 2023)
- 14 INAUGURAL CEREMONY OF "CELIK STRATA 2023" COMMUNITY AWARENESS EDUCATION PROGRAMME (24 JUNE 2023)



## GREEN

- 1 MBSP EDUGREEN CENTER PROGRAMME**  
(14 APRIL 2023)
- 2 BUKIT MERTAJAM DURIAN FESTIVAL 2023 SOFT LAUNCH**  
(16 JUNE 2023)
- 3 CLOSING CEREMONY OF PENANG DURIAN FESTIVAL & AGROFEST 2023**  
(18 JUNE 2023)
- 4 BUKIT MERTAJAM DURIAN FESTIVAL 2023 LAUNCHING CEREMONY**  
(24 JUNE 2023)



## COMPETITIVE

- 1 PRIZE PRESENTATION CEREMONY FOR WAU, TRADITIONAL DRESS SHOW, INTEGRITY QUIZ AND DRAWING COMPETITIONS**  
(13 MAY 2023)
- 2 FLAG-OFF OF PENANG STATE CONTINGENT TO 2023 MAKSAT MALAYSIA LAWN BOWL CHAMPIONSHIP**  
(18 MAY 2023)
- 3 LAWN BOWL AND FUTSAL SPORTS TOURNAMENT FOR MAJLIS KEBAJIKAN & SUKAN ANGGOTA-ANGGOTA KERAJAAN MALAYSIA (MAKSAT) 2023**  
(20 MAY 2023)
- 4 CLOSING AND PRIZE PRESENTATION CEREMONY FOR TILAWAH AND HAFAZAN AL-QURAN NATIONAL LEVEL (MTHQKT) 1444H/2023M**  
(17 JUNE 2023)
- 5 COLORING COMPETITION IN CONJUNCTION WITH BUKIT MERTAJAM DURIAN FESTIVAL 2023**  
(25 JUNE 2023)
- 6 CLOSING CEREMONY OF 2023 MBSP MAYOR'S CUP SNOOKER TOURNAMENT**  
(23 JUNE 2023)
- 7 DENGUE DISEASE CONTROL**  
NO. OF PREMISES INSPECTED = 144  
NO. OF COMPOUNDS ISSUED = 52
- 8 RAT CONTROL AND CAPTURE**  
NO. OF RATS CAPTURED = 589
- 9 STRAY DOGS CONTROL AND CAPTURE**  
NO. OF DOGS CAPTURED = 924

# 2ND QUARTER 2023



# TECHNOLOGY DRIVEN SMART CITY

1

**BANDAR CASSIA TECHNOLOGY PARK (BCTP) LAUNCHING CEREMONY**  
(20 MAY 2023)

2

**THE LAUNCHING CEREMONY OF “MYKADUN” DIGITAL APPLICATION**  
(28 MAY 2023)



## COMMUNITY IMPACT

- 1 Cultivating healthy lifestyle habits
- 2 Raising awareness towards cleanliness
- 3 Reducing Chronic Pressure



## ENVIRONMENTAL IMPACT

- 1 Conservation of the environment
- 2 Nurturing love and respect for our environment
- 3 Protecting green recreational area



## IMPACT OF TECHNOLOGY

- 1 Information sharing
- 2 Establishment of new technology that is customer friendly
- 3 The use of smart city features element in administration



## ECONOMY IMPACT

- 1 “Development Planning Permission” (PKM) approved:
  - Industries : 23
  - Business Premises : 16
  - Residential Premises : 22
- 2 CCC Approved:
  - Housing Schemes : 2
  - Individual houses : 24
  - Factories/Offices/Workshops : 6
  - Other Buildings : 6
- 3 License applications approved: 850