

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	:	Innovation Recognition Award
ORGANISATION	:	National Social Assistance Fund (NSAF), Cambodia
CONTACT PERSON	:	Name: Im Bunchhoeun; Deputy Director of Administration and Human Recourse Development Department of NSAF Email: bunchhoeun.khmer@gmail.com
NAME OF PROJECT	:	Social Protection for All Stages of Life: The Cambodia Family Package's Innovative Approach
OBJECTIVE AND NATURE OF PROJECT	:	<p>Nature of the Project:</p> <p>The Pentagonal Strategy has placed social protection at the core of Cambodia's development plan. The National Social Protection Policy Framework 2016-2025 emphasizes the development of an inclusive social protection system that is efficient and financially sustainable in order to reduce and prevent poverty, vulnerability, and inequality, as well as to increase the aggregation of human capital and to accelerate economic growth. This will help Cambodia achieve its vision of becoming a high-middle-income country via accelerating economic growth and ensuring sustainable development.</p> <p>The Cambodian Social Protection System has launched a number of national social assistance programmes, and the Royal Government of Cambodia recognizes the possibility of further enhancing the effectiveness of the social assistance system with raising awareness of programmes, expanding coverage, integrating operations, and improving the operation of national social assistance programmes. This possibility is indicated by the establishment of the “Family Package” which integrates existing national social assistance programmes to expand coverage, increase program efficiency, and streamline financial investment.</p> <p>The Family Package is the core of the above vision by providing comprehensive, effective and efficient social assistance to poor and vulnerable households, as well as covering all their needs at all stages of life, from birth until death. The Family Package is an integrated social assistance framework designed to support poor and vulnerable households across the country to prevent the heightening of poverty, accelerate human capital mobilization, and promote inclusive growth through the approach of Leave No One Behind.</p>

		<p>Objective:</p> <p>The goal of the Family Package is to create a social assistance system that can comprehensively address the needs of poor households and vulnerable members from all stages of life, which will help strengthen the household situation, build a resilient society, and contribute to sustainable economic development.</p> <p>To achieve this vision, the Family Package focuses on optimizing the effectiveness, operational efficiency, and cost efficiency of social assistance that meets the needs of individuals throughout their life cycle, and provides comprehensive solutions to their risks and vulnerabilities. The preparation of the Family Package aims to provide a more inclusive and comprehensive support to vulnerable households and individuals by simplifying administrative processes, easing the condition, expanding the benefit package, and improving the mechanisms for determining the target beneficiary groups.</p> <p>Specific objectives include:</p> <ol style="list-style-type: none"> 1. Provide comprehensive and adequate social assistance to targeted households throughout the life cycle 2. Increase access to social assistance and expand coverage to people in need 3. Strengthen the institutional framework for providing social assistance 4. Establish the function of a common system to increase the efficiency of social assistance operations 5. Strengthen relationships with complementary programmes, Social Services, and Social Security
WHY IT SHOULD BE RECOGNISED	:	<p>The Family Package will effectively position the social protection sector as a vital player in the fight against poverty and the pursuit of sustainable and inclusive development in Cambodia. This impressive achievement will be made possible through the collaborative and well-coordinated efforts of donors and development partners, who have generously provided extensive technical support; facilitated the strengthening of institutions and the improvement of capabilities of key stakeholders in policy and program development; offered essential tools for building a robust system, such as monitoring and evaluation and information technology infrastructure for social protection; and made valuable contributions to building capacities for the efficient delivery of social assistance at various administrative levels.</p> <p>Key achievements of the Family Package:</p> <ul style="list-style-type: none"> • Consolidation of operational mandates: The Family Package will consolidate operational mandates for all social assistance programmes under the National Social Assistance Fund (NSAF). This will help to reduce fragmentation and policy

	<p>overlap, and improve the overall efficiency and effectiveness of social assistance delivery.</p> <ul style="list-style-type: none"> • Improved cross-sectoral coordination: The Family Package will also improve cross-sectoral coordination of social assistance. This is important because social assistance programmes can only be effective if they are well-coordinated with other social protection programmes, such as health, education, and employment programmes. • Development of a comprehensive package of benefits: The Family Package develops a comprehensive package of benefits that reaches all vulnerable families. This includes cash transfers, scholarships, and support for people with disabilities and the elderly. • Enhancement of targeting and delivery infrastructure: The Family Package enhances targeting and delivery infrastructure to ensure that social assistance benefits reach the intended beneficiaries. • Promotion of shock-responsive social assistance systems: The Family Package promotes shock-responsive social assistance systems by developing a package of benefits that can be quickly scaled up or down in response to shocks, such as natural disasters or economic crises. It also integrates the programme management information systems of all social assistance programmes, which improves cross-programme referrals and ensures that individuals in poor and vulnerable families have access to the full spectrum of social assistance benefits available to them. <p>The Family Package is a significant step forward in the development of Cambodia's social protection system. It has the potential to make a real difference in the lives of millions of Cambodians by reducing poverty, improving human capital, and promoting inclusive growth. The design of the Family Package is a robust framework for expanding the scope of integrated social protection to encompass a wide range of social services. It capitalizes on the resounding success of streamlined social assistance programmes in order to expedite the delivery and adoption of social services to impoverished and vulnerable households in Cambodia through efficient referrals and linkages. The Family Package places utmost importance on facilitating seamless referrals and linkages across various cash transfer programmes, and has the potential to be expanded in the future to include other social protection programmes, active labor market programmes, and a plethora of social services. These encompass services catering to the needs of children, individuals with disabilities, the elderly, those living with HIV/AIDS, as well as services focused on women's empowerment. The Government of Cambodia is unwavering in its commitment to</p>
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		actualize a more comprehensive and integrated social protection system in the forthcoming phases of expansion.
SUMMARY OF THE PROJECT	:	<p>Family Package provides essential social assistance packages to support poor and vulnerable households throughout their lives. In the first phase, the Family Package integrates four national social assistance programmes in the form of cash support and examines the possibility of incorporating other benefits as needed in the next phase. The five national social assistance programmes that are integrated under the Family Package include:</p> <ul style="list-style-type: none"> - Cash Transfer Programme for pregnant women and children under 2 years old - Scholarship Programme for poor students in primary and secondary education - Cash Transfer Programme for People with Disabilities - Cash Transfer Programme for the Elderly - Cash Transfer Programme for People living with HIV and AIDS <p>With the integration into just one package, the beneficiaries who have an equity card will receive the support as follows:</p> <ul style="list-style-type: none"> • Basic support level: Receive cash value of 38,000 Riels per month. • Pregnant women and children under 2 years of age receive stipends for maternal and child health check-ups: <ul style="list-style-type: none"> - Stage-1. Pregnancy check, receive 80,000 Riel each for 4 times. - Stage-2. Giving birth, receive 400,000 Riel of one time. - Stage-3. Postpartum health check, receive 80,000 Riels each for 10 times. <p>Note: In the case of giving birth to twins - 600,000 Riels. In case of giving birth to triplets - 800,000 Riels.</p> <ul style="list-style-type: none"> • Children in the school receive sponsorship 12 times a year: <ul style="list-style-type: none"> - Primary school students receive 20,000 Riels per month. - Lower secondary school students receive 20,000 Riels per month. - High school students receive 30,000 Riels per month. • Persons with disability receive 28,000 Riel monthly, a total of 12 times a year. • The elderly receive 28,000 Riel monthly, a total of 12 times a year. • People living with HIV and AIDS receive 28,000 Riels monthly, a total of 12 times a year.