

## **MDEC Answers SOS By Communities Affected by Pandemic**

- *#MDEC4Good corporate social responsibility (CSR) programme is being scaled up in response to the growing impact of COVID-19*
- *Aid includes food bank and laptops for schools as well as promoting urban farming using AgTech*

**CYBERJAYA, 18 AUGUST 2021:** The Malaysia Digital Economy Corporation (MDEC), Malaysia's lead agency in digital transformation, today announced a range of initiatives under its corporate social responsibility (CSR) programme, #MDEC4Good, to support local communities affected by the COVID-19 pandemic.

The CSR programme includes several initiatives, namely the Food Bank Campaign, Digital Enablement programme and the Digital AgTech programme.

### **Food Bank Campaign**

The Food Bank Campaign provided food aid to over 300 families in several needy communities. The outreach includes 255 Orang Asli families at Desa Temuan, 17 families at Kg Selayang and 35 families across the Klang Valley. These families were identified in partnership with Exabytes through its FoodBank Digital food-sharing CSR initiative.

These essential daily necessities were delivered to the recipients' doorstep by Exabytes, MYKampung Fresh Mart, and a team of MDEC volunteers.

### **Digital Enablement**

With schools physically closed, classes have transitioned online. But for those who are in a tough financial situation, getting capable laptops and learning tools for their children to use might be close to impossible. MDEC in partnership with Rentwise and SNS Network have successfully provided 250 students from nurseries, primary and secondary schools with laptops integrated with 20 e-learning links provided in the browsers as bookmarks.

Rentwise has provided 20 remanufactured laptops and SNS Network provided 30 brand new laptops to the following schools:

- SPM students in Kampung Orang Asli Desa Temuan
- SJK (T) Kajang
- SK Pendidikan Khas Shah Alam
- B40 students @ SMK Dato' Abu Bakar Baginda, Bangi
- SJK (T) FES Serdang
- SK Parit 6, Sg Besar
- SJKC Khai Chee, Segambut

The laptops were delivered by Bungkusit, one of MDEC's Sharing Economy platform partners since 2018, offering on-demand delivery and personal helper services.

### **Digital AgTech**

In the next phase of its CSR programme, MDEC, through its Digital AgTech initiative and #SayaDigital movement will be embarking on an Urban Farming pilot project, empowered by Urban Farm Tech Sdn. Bhd. (AgTech partner) to catalyse Digital Adoption and improve the livelihood of the many within the Desa Temuan Orang Asli community.

The project is targeted to be completed by end of September 2021, and will oversee the implementation of additional 4IR technologies such as automated control system of critical parameters, multipurpose sensor hub, data-driven mobile app/platform and many more along with AgTech training to digitally-skill over 50 participants there.

"The spread of COVID-19 is not just a health crisis. The associated social and economic impact has affected the lives and livelihood of many. Although the crisis is global, the impact is deeply local, especially on the most vulnerable members of our communities. More than ever, now is the time that we need to look out for each other," said Surina Shukri, CEO of MDEC.

In addition, the #MDEC4Good also provided aid to the following:

- **Handing out vital financial aid to 21 visually impaired people** living primarily in the Klang Valley, whose livelihoods have been badly affected by the pandemic, and need help to maintain essential services in their homes.
- **Extending much-needed financial support to Pertubuhan Pusat Penjagaan Kanak-kanak Cacat Shan Dai Selangor** to help the centre to continue to provide children a place where they can call home. The centre, which previously had a regular flow of visitors and contributors, is now struggling to obtain donations and MDEC's support will enable it to continue its crucial service to the community.

"We all have a part to play in supporting our most-needy communities in these hard times. Through our #MDEC4Good campaign, we at MDEC are providing practical support, tools and training required for communities affected to survive this pandemic. Ultimately, we hope look after each other and build a resilient nation together.

"Each and every one of us has been affected by the COVID-19 pandemic. Although no-one has been spared, it has severely affected our most vulnerable communities. Because of this, MDEC is fully committed to stepping-up our CSR activities through our #MDEC4Good programme, to make a real and positive impact on our most disadvantaged communities," added Surina.

Appreciative of the support given, Mohd Nizar B Mohd Shahbi, Chairman, Jawatankuasa Pembangunan Kampung, Keselamatan Orang Asli (JPKKOA) from Kg Orang Asli Desa Temuan has extended his appreciation to MDEC. "We are truly grateful for the aid provided by MDEC and its partners. In a time of difficulty, these provisions and digital support provided through the #MDEC4Good programme will go far in helping our community and families to brace through the pandemic."

Key elements of MDEC's **#MDEC4Good** programme are being delivered in collaboration with local technology solutions providers Exabytes, Rentwise and SNS Network who are members of MDEC's GAIN programme. For more information on this, click [here](#).

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#### **About Malaysia Digital Economy Corporation (MDEC)**

Malaysia Digital Economy Corporation (MDEC) is the agency under the Ministry of Communications and Multimedia Malaysia leading the nation's digital transformation for 25 years. MDEC's agenda is **Malaysia 5.0**, enabling a nation deeply integrated with technology, providing equitable digital opportunities to the people and businesses.

In order to achieve this, we will focus on four key thrust lead DIGITAL thrusts, **New skills, Adoption, Disruptors and Investments**. This forms the basis of our NADI Digital brand campaign, that will drive our core programmes for the rakyat, business and investors. MDEC's aim is for Malaysia to become a globally competitive digital nation, anchored on inclusivity, sustainability and shared prosperity, firmly establishing Malaysia as the Heart of Digital ASEAN.

**#Malaysia5.0 #NadiDigital #SayaDigital #HODA #MyMDEC**

To find out more about MDEC's Digital Economy initiatives, please visit us at [www.mdec.my](http://www.mdec.my) or follow us on: Facebook: <https://www.facebook.com/MyMDEC/> Twitter: @mymdec

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