



JOINT NEWS RELEASE

CELCOM COLLABORATES WITH MDEC TO FACILITATE eUSAHAWAN PROGRAMME

Extensive network coverage to boost learning process at TVET Institutions

KUALA LUMPUR, 4 MARCH 2016 – Celcom Axiata Berhad (Celcom) and Multimedia Development Corporation Sdn. Bhd. (MDeC) sealed a Memorandum of Understanding (MoU), where Celcom is made as the digital partner to facilitate MDeC's eUsahawan programme that is conducted via local Technical Vocational Education and Training (TVET) institutions.

Proceeding from the MoU, Celcom will be extending its vast 4G coverage further into TVET campuses, enabling a heightened internet experience for the students and further facilitate their learning process. Initially, 34 polytechnic institutions across Malaysia will become Celcom's 4G LTE sites, which is expected not to solely benefit the students, but the surrounding community as well.

The country's largest data provider will also expand its connectivity services by covering more campuses with the installation of WiFi infrastructure in the institutions. Over 300, 000 TVET students in 462 institutions including universities and colleges will be able to enjoy the superior connectivity, with constant assurance of scalability, flexibility, robustness and mobility of the network.

The MoU was signed by Chief Executive Officer of Celcom, Dato' Sri Shazalli Ramly, and Chief Executive Officer of Multimedia Development Corporation, Dato' Yasmin Mahmood.

Among other mutual agreements in the MoU are provision of SIM cards that are customized for eUsahawan students, phone or tablet bundled packages, as well as incorporation of Celcom's online platform, Escape, as a tool in eUsahawan online learning syllabus. These aspiring entrepreneurs will also be able to utilize Celcom's online marketplace, 11th Street, as a part of their eUsahawan project.

Dato' Sri Shazalli Ramly, CEO of Celcom is enthusiastic with its new role of an enabler to eUsahawan and hoisting its position into becoming a digital partner for MDeC.

"We applaud MDeC's initiatives in introducing eUsahawan as the platform in cultivating more skillful youths by building a base for their readiness towards digital entrepreneurship.

"The prominence of an enabler in digitalizing these budding entrepreneurs however, cannot be denied. As the Undisputed No.1 Network Service Provider, it is only appropriate for Celcom to walk the journey towards digitalization together with MDeC, where the support of our network strength and robustness are intended to boost and facilitate the programme further. We are positive that our participation as a partner in eUsahawan will benefit the students and micro-entrepreneurs greatly.

"Superior connectivity that we provide would be the doorway to limitless information they may need to furnish themselves throughout the learning process. With the steadfast growth of e-commerce, Celcom's digital solution will contribute in opening endless online opportunities that these youths could explore and building their pathway towards full-pledged digitalised entrepreneurship.

"Furthermore, this collaboration is also significant in demonstrating our support towards the government effort in stepping up towards a diversified and digitalized economy", he concluded in the signing ceremony.

Meanwhile, Dato' Yasmin Mahmood, CEO of MDeC is confident that the collaboration between Celcom and MDeC will greatly help TVET students and micro-entrepreneurs to ride the wave of the growing digital entrepreneurship in the country.

“To successfully roll out the eUsahawan programme, MDeC needs to create and grow a robust enabling ecosystem, and one way is through public-private partnerships such as this. We are excited to be working with Celcom who will be providing connectivity to the eUsahawan participants. The connectivity by Celcom will not only allow the eUsahawan participants provide better service to their customers but also help them be more efficient in managing their business. The success of this programme will see our young entrepreneurs evolve from job seekers to job creators, and in turn, contribute to the country's digital economy.”

eUsahawan is an MDeC's initiative that commenced in July 2015, designed to mainstream digital entrepreneurship knowledge via TVET institutions. It aims for a long term objective of increasing the number of micro entrepreneurs harnessing the power of digital platforms to grow their businesses.

3, 000 full-time students have been exposed in the pilot stage of the integrated curriculum designed by MDeC and partnering institutions. 77% of the students who managed to generate sales via online platforms collectively made RM1.3 million in sales, over a period of 6 months. In the pilot stage as well, 259 micro entrepreneurs participated in pocket-sized weekend classes and collectively generated RM2.37 million additional sales via online platforms over a period of 7 months. Similar pocket-size courses are currently being offered to micro entrepreneurs via selected TVETs nationwide.

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