Community Empowerment & Outreach

Overview
CelcomDigi spearheads outreach programmes anchored on our mission of Advancing and Inspiring Societies. Our focused ambition is to provide equitable and safe internet access for all Malaysians and becoming an inclusive partner to build future skills. These programmes may encompass initiatives that:

i. include the digitally excluded
ii. impart skills to excel in the future
iii. ensure a safe online experience for all

Our Response
The Corporate Affairs division spearheads outreach programmes with the support from other functions within CelcomDigi.

- Community outreach through Safe Internet and Anti-scam awareness programmes to promote responsible and safe digital practices
- Finding new approaches to the teaching and learning of coding among schoolchildren and youths in rural and remote communities to create a future-ready workforce
- Collaborative entrepreneurial programmes to foster digital and entrepreneurial skills among youths and communities
- Operating Pusat Ekonomi Digital (PEDi) nationwide to provide internet access in rural and low-income areas
- Driving digital inclusion by leveraging our combined assets and extensive infrastructure
- Empowering societies during natural disasters by ensuring service reliability, access to connectivity, and relief support

How do we manage sponsorships, donation or other contributions?
CelcomDigi has established a Sponsorship and Donation Committee (SDC) chaired by the Chief Corporate Affairs Officer (CCAO) and the Chief Home and Fibre (CH&F), together with the Heads of Compliance, Communications, Government Relations and Sustainability. The SDC is responsible for reviewing and approving non-commercial corporate sponsorships, donations and other contribution opportunities. The SDC shall maintain a high level of governance, transparency and consistency, as outlined in CelcomDigi's Code of Conduct, Anti-Corruption Policy and the Sponsorships and Donations Manual. Apart from the SDC, all requests shall also undergo a risk review, findings of which shall be presented at the Integrity Due Diligence (IDD) forum and the Governance Risk and Compliance (GRC) committee prior to final approval.