

Building a Digital society from bottom up,
Experiences of grassroots engagement :
APPGM-SDG case studies

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Introduction

- Thank-you for the invitation
- Digital society here is in *“adopting and integrating information and communication technologies at home, work, education and recreation”*
- Sharing experiences from the APPGM SDG experiences – bipartisan network of MPs
- Findings from our grounded research & mapping exercise of local needs
- Lessons on micro solution projects undertaken in the local B40 communities



85 APPGM-SDG PARLIAMENTARY CONSTITUENCIES (2020 - 2023)



ISSUE MAPPING EXERCISE & FINDINGS

Between 2020 and 2022 issues mapping undertaken in 57 constituencies.

This is a grounded research of field visits, focus group discussion.



300
over issues

6
main categories

1. Infrastructure and basic amenities
2. Environmental preservation and management
3. Land and housing ownership
4. Border security
5. Living conditions, waste management and sanitation
6. Welfare assistance, financial support and poverty

Findings from the mapping Exercise (Dr Sue Ann)

- Digital connectivity has become a necessity in daily life.
- B40 communities must catch up in accessing the necessary internet connection.
- Internet connectivity problems are diverse affecting economic activities and education of the B40 groups
- Similar issues raised by rural, suburban and urban B40 locations/neighborhoods



Findings from the mapping Exercise

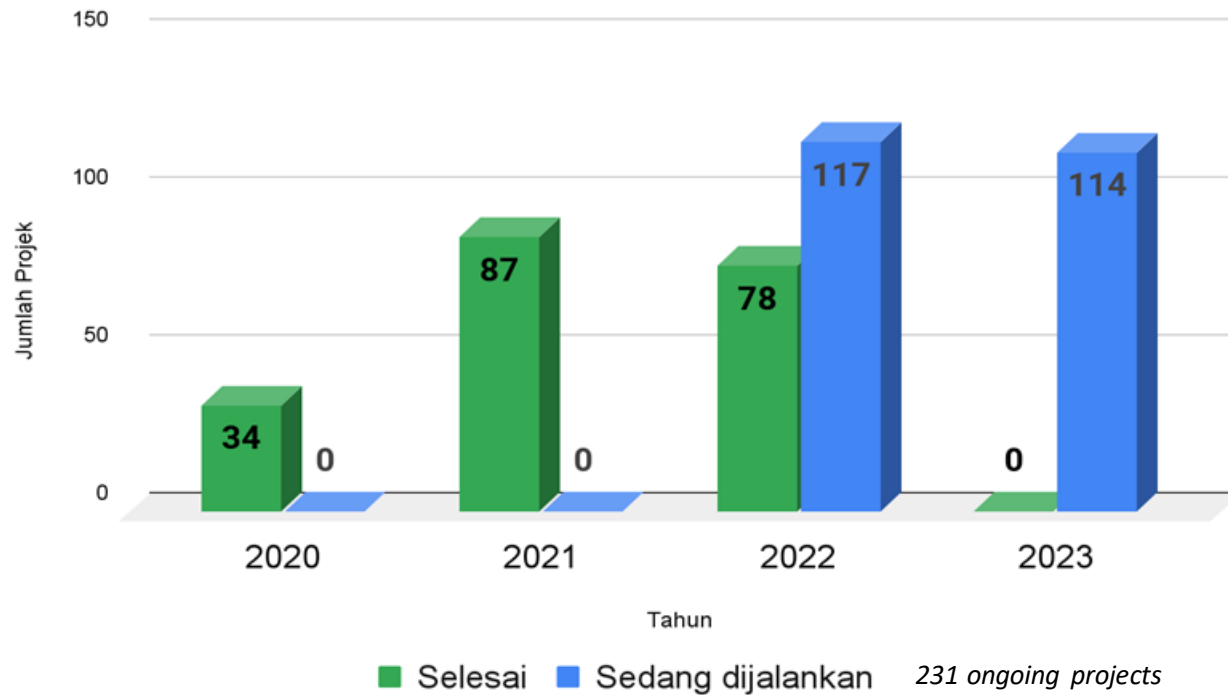
- From our field visits in 2020 and 2022 of 57 parliamentary locations,
- in 18 locations issues to internet connectivity and digital skills (online entrepreneurship) are highlighted.

FOUR KEY CONCERNS/CHALLENGES

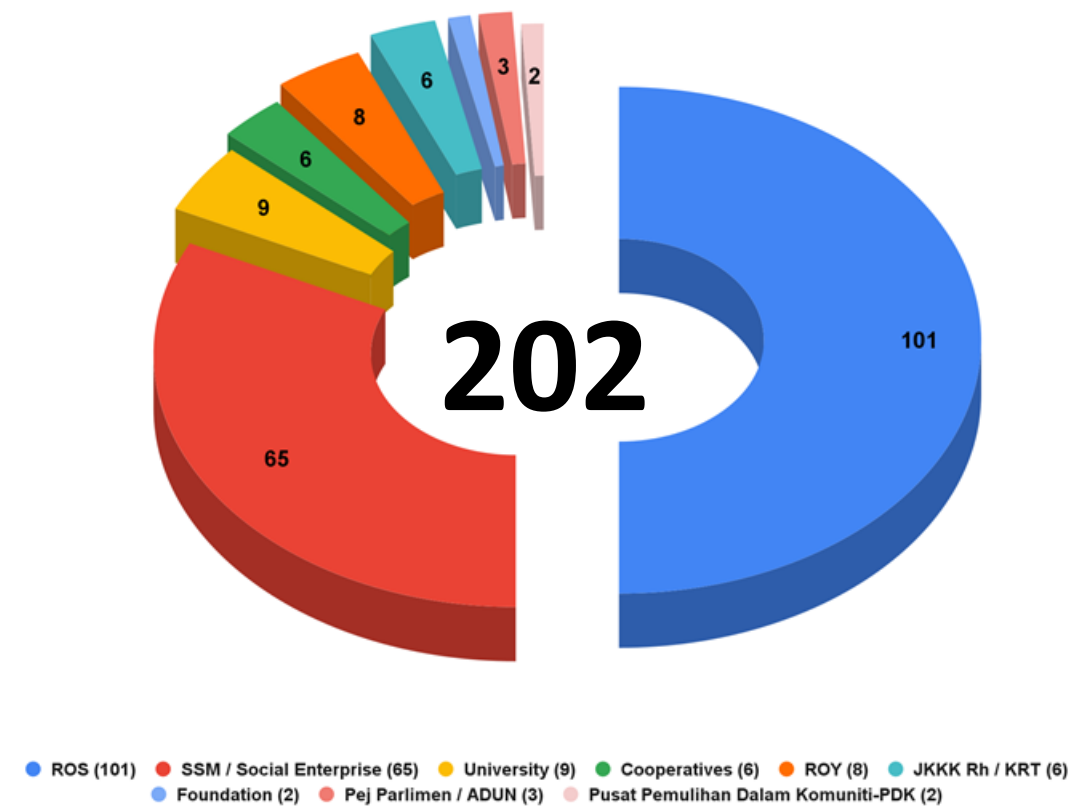
1. Lacking of Training & training content materials catering to B40 communities.
2. Lack of gadgets – affordability
3. Lack of connectivity
4. Online gambling & misuse of the internet.

APPGM-SDG Solution Projects

Solution Projects 2020-2023
(430 projects as at 11 August 2023)



Active Solution Providers by type of organisation
(2022-2023)



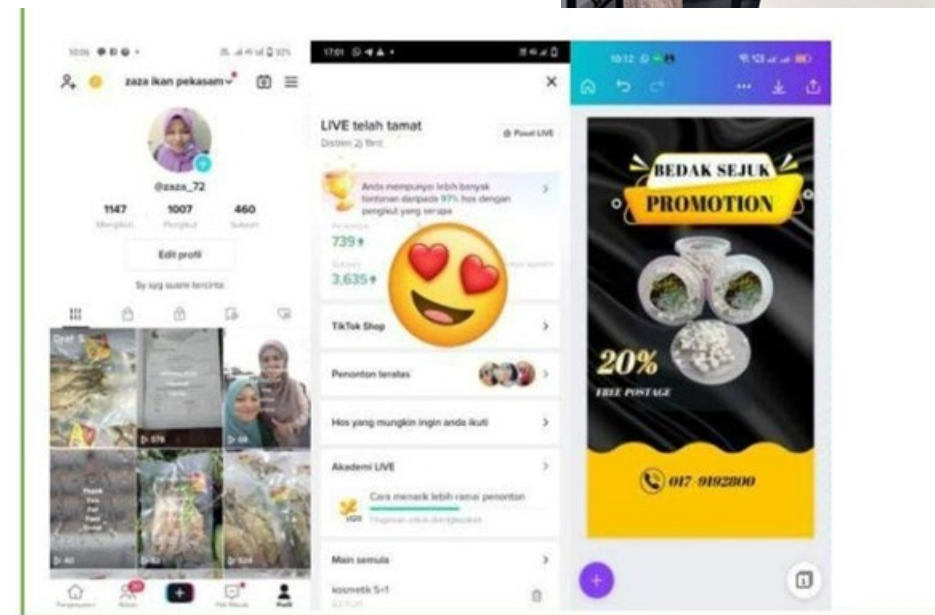
Target group for digital inclusion projects

Target Group	2022	2023
Women	57	35
Youth	19	12
Farmers Community	11	-
Small Traders	4	4
Fishers community	1	1
Orang Asli	1	-
PWDs	3	3
AADK Clients	1	2
Ex-prisoners	-	-
Refugees	1	0
Cancer survivors	-	1
TOTAL	97	58



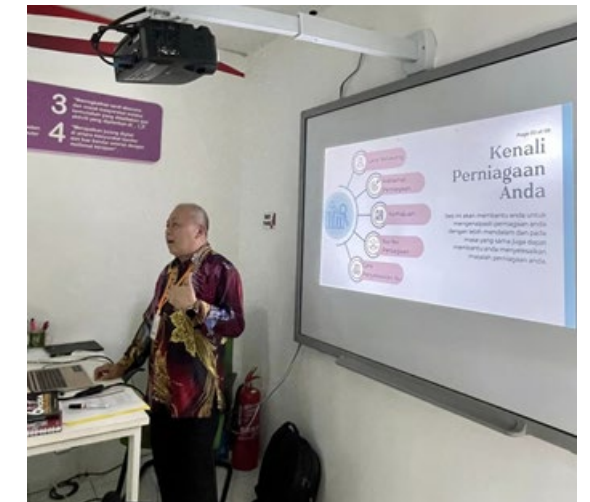
Project : “Program Digital Marketing dan Pengurusan Kewangan by East Coast Doctorate Consultancy

- Project targeting to small traders in the locality of Pasir Mas, Kelantan.
- 25 participants involved in this project and guided from digital marketing basics till video content development and promotion in social media.
- Confidence among participants were built to do Live videos in Tik Tok to do Live sales and engagements.
- Due to the connection issue as well as community’s acceptance towards digital, the acceptance was low in the beginning but participants were able to pick up the skills due to demand of digital marketing and its opportunities.
- Sales were created 1st time for them through online engagements.



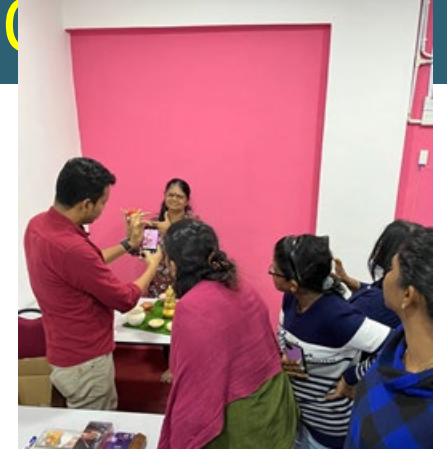
Project : “Program Pemasaran dan Jualan Atas Talian by NRP Productions & Services Sdn Bhd

- Project targeting to small traders in the locality of Daro, Igan Sarawak.
- Sessions include photo and video content development, video marketing, digital marketing and content calendar are being conducted.
- Solution provider conducted monitoring visits to participants business locations and provided guidance for them further.
- Content Calendar guide the participants into scheduled posting and proper management of social media.
- Although faced with internet connectivity challenges, participants were eager to do online postings to receive sales through digital marketing.
- The monitoring is being continued for 6 months.
- SP is committed in overcoming the digital divide in rural locations in Sarawak with digital trainings to small traders.



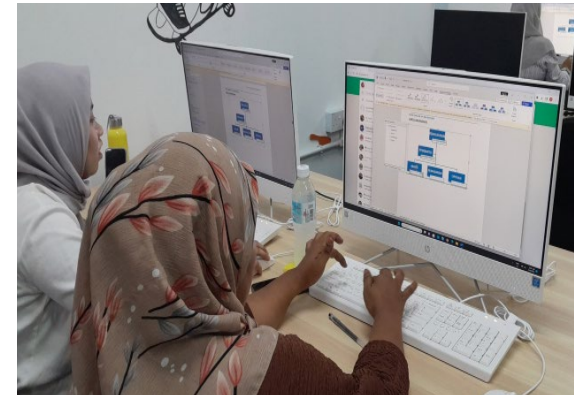
Project : “Digital Entrepreneurship Women Incubation(Dewi) by Godigital Productions

- Digital Dewi focused on small traditional traders who don't have online presence in Sepang. Selangor.
- This 4 months digital entrepreneurship training gives wider exposure in terms of digital inclusion into business and development of greater confidence in creating online content.
- All participants were able to create content and got their Tik Tok Page filled with views and engagements.
- Suraby, one participant able to earn 60k views for her educational video on traditional food.
- Once the project conducted monitoring sessions were being conducted for 6 months and handholding of participants produce great results in digital presence.
- Participants were able to get online orders from their social media engagements and project aim is achieved in digitalising the small traders.
- Laptop is given as part of seed money to empower them into digital business.



Lesson Learnt in Digital Inclusion Projects. Points from James Raj and Panir

- The importance of digitalisation and the knowledge on digital marketing among community was realised while we are in Covid-19.
- Those who lost their job due to Covid has embarked into digital sales and start earning income.
- Many solution projects relating to economy has been modified in Covid period to include digital learning and participants, especially women were able to earn through online sales.



Incorporating digital marketing

- Starting 2022, Income Generation type of projects have Digital Marketing as compulsory project element (deliverables) within the project.
- The Income generation project also introduces Seed money element as part of project delivery and for projects related to digital inclusion, tools such as ring light, wireless mic, smartphones and laptops are provided based on participants need.

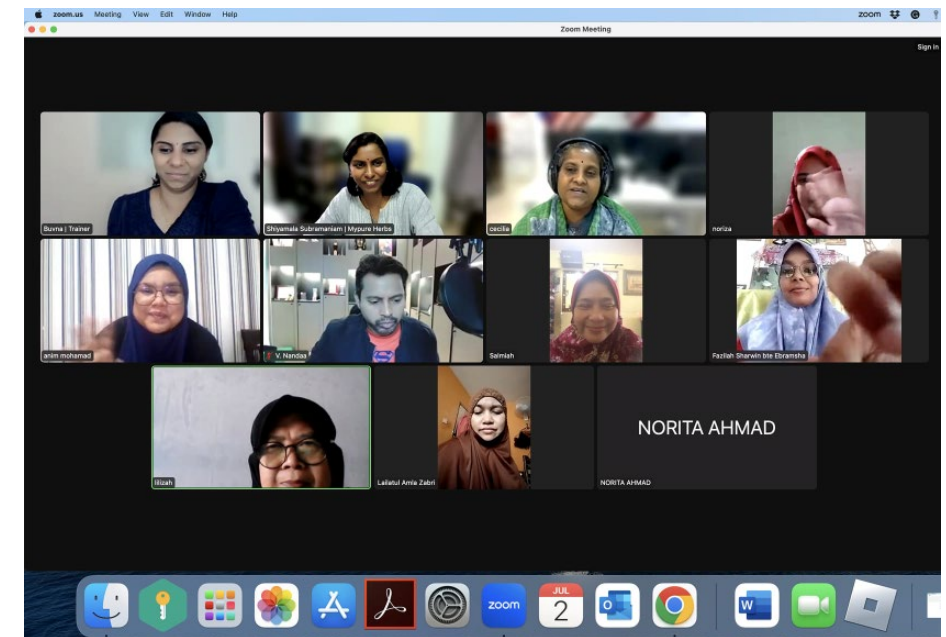


Use of AI & Other Tools

- AI (Artificial Intelligence) is the latest marketing element and many automations are in place to ease the marketing methods.
- Two AI tools which powers the basic business among participants are Chat GPT and Copy.ai (both are copywriting tools- to write better content).
- Content Calendar is another tool that used to schedule and manage social media posts.



copy.ai



Knowledge & skills development on tools

- Tools like Canva photo editor, Cap Cut Video Editor, FB & IG marketing, Tik Tok Video marketing are the modules that are being conducted.
- Participants were able come up with marketing poster designs and videos and post it into social media pages and receives orders.



Alternatives to no internet connectivity

- In areas with no internet connection, powerpoint editing tools are being used to develop marketing posters.
- PEDI (Pusat Ekonomi Digital Keluarga Malaysia) around the country, especially in Sabah and Sarawak is being utilised for projects relating to digital inclusion.



PEDi at PPR Sri Pantai, Lembah Pantai



PEDi at Kampung Baru Hilir, Batang Lupar

CONCLUSION

- We must address digital poverty
- The digital poor are those unable *“to interact with the online world fully, when where and how an individual needs to”*.

Three of the biggest factors contributing to digital poverty and enabling the digital divide are:

- Financial poverty causing digital poverty (exacerbated by the current cost of living crisis).
- Access, which can be the result of geography.
- Skills, including lack of education.

The APPGM SDG experience is the need for greater decentralization & empowerment of local communities at the grassroots.