

TECHNOLOGY & INFORMATION SYSTEM (SCSP1513)

INDUSTRIAL TALK 1 : MDEC (E-REZEKI)

REPORT BY: GOVIND RAJ A/L GNANASEGARAN(SECTION 02)

LECTURER: DR ARYATI BINTI BAKRI



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INTRODUCTION

On 24th September 2018 at Seminar Hall N28 UTM, a great talk was given by an outstanding speaker named as Mr. Mohd Ihsanuddin Jamhari about Malaysian Digital Economy Corporation or well known as MDEC and their other programs such as GLOW.

Malaysian Digital Economy Corporation Sdn.Bhd (MDEC) was introduced in 1996 as a government owned agency specially to pioneer the transformation of our country's future in Digital Economy which is under " Kementerian Komunikasi dan Multimedia Malaysia (KKMM)". It is previously known as Multimedia Development Corporation which is responsible for the management of the Multimedia Super Corridor (MSC) in Malaysia as technology industry and commerce zone. MDEC is providing and being a platform for those who are interested in making good value of income through online marketing. There are 3 important divisions in MDEC or we can call them as 3 main programs that arranging by MDEC :

- I. **E-USAHAWAN** : Is a platform that introduced in 2015 with a aim of helping small or beginner entrepreneur to promote and sell their product digitally, without any fees such as a rental for places.
- II. **E-REZEKI** : This is a program that enables citizens, especially low-income groups, generate additional income by doing digital assignments via online crowdsourcing platform, The eRezeki participants will be matched with digital work in line with their respective skills.
- III. **GLOW** : Global Online Workforce is an alternative pathway to make income online using a method call 'CROWDSOURCING'. Crowdsourcing is the future as it enables digital works to be offered and delivered online .Many different aspects of GLOW make it looks special compare to other programs that provided by MDEC likely the type of products or services, people need to be qualified to participate and the cost that will be used.

There are many inspiring Malaysians who have achieved and successfully transformed their lives after joined GLOW. The followings are some of the individuals who succeeded through GLOW.



Computer Engineering
(University of Southern California)

INCOME DURING TRAINING RM6,500
TOTAL INCOME RM97,800.00

Jobs from California, London and Melbourne
→ Puchong, Selangor

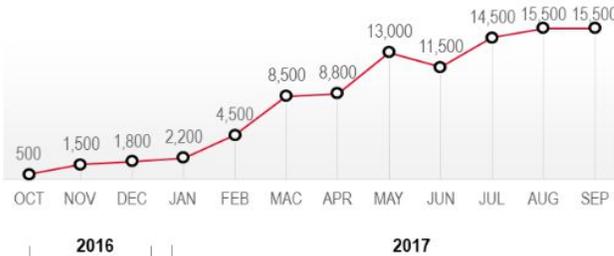
US\$25/hr

Ghostwriting, Copywriting and Article Writing

JOUHARI BIN ALI

"I joined eRezeki after being retrenched. I am very grateful for the opportunity. The skills and tips I learned from the programme are essential in achieving my personal goal, that is to be financially independent. I am happier as a full-time freelancer, and able to provide my family with better living especially better education for my kids."

INCOME GENERATED (RM)



Degree In Computer Science
(UTM, Johor)

INCOME DURING TRAINING RM2,192
TOTAL INCOME RM8,292.00

Jobs from New York & Canada → Kota Marudu Sabah

US\$10/hr

Web Designer and Developer

ELIVIANI ONGKIOU

"eRezeki can help rural graduates to get jobs without leaving their home. I now hope I can serve international clients from my home in Kota Marudu, Sabah."

INCOME GENERATED (RM)



GLOW Overview

Global Online Workforce (GLOW) objectives are:

- To build high-skilled digital-worker community among Malaysian.
- Introduced to people about an alternative career as a freelancer through digital platform income.
- Produce and promote services that can be provided in the world.

Group of people that should Join GLOW

Unfortunately, there are few restrictions for what groups of people should join to Glow. First priority goes to experienced freelancers / crowd workers in local and global crowdsourcing platforms. Secondly, unemployed graduates or graduates that still getting educated in IPTA or IPTS who has the potential will be qualified to join GLOW. In addition, committed individuals aspiring to be crowd workers with qualifications and capabilities in various disciplines such as ICT, creative and design , languages and others can join this program. Moreover, freelancers who has more experience in offline and face-to-face marketing and also group of professional people who has minimum 2 to 3 years of work experience can take participate in the program. Finally, house wife who desires to be financially independent are proudly welcome to join GLOW but with a promise that they must have some knowledge or any skills on digital platform. Last for least, SPM holders who didn't get a chance to pursue higher education can also join GLOW because it is open to the B40 group where participants are selected based on their commitment, passion and interest to develop themselves as a freelancer. Work execution, language proficiency and also individual persona are some of the criteria will look at, regardless of the education background.

Benefits of Joining GLOW

One of the great benefit that can be gained by each and every individual who joins the GLOW are the opportunities to generate a full tie stable and consistent digital income monthly. Flexibility to execute and deliver the digital works anytime and from anywhere also will help the individuals to spend some time on their personal life. In addition, it also helps the individuals to become disciplined and independent workers by having to complete digital works within a given period of time by employers. Furthermore, GLOW supports the individuals to generate income

based on their capability. For example, if there is an individual who is really obsessed and interested in all the given works and also have so many skills in digital platform, of course the individual will make more monthly income compare to others who work less and have small amount of knowledge in digital platform. Finally, this program gives chances to start a business for digital works to increase digital income monthly.

Ways to Join GLOW

To join Global Online Workforce, MDEC provided 3 different options, which are Fast Track program, Glow@HLI's program and "HRDF" program. Firstly, GLOW@HLI programme is for High Learning Institution and it will be offered to only graduates that from faculty of computing, Creative Design, Education, Business Administration and any other related fields to the previous faculties. In this program participants will be guided for one whole semester because it will be added as an elective subjects for semester. The advantages of this course are graduates automatically will become a member of Malaysian Freelancer Association (MAFA), an individual mentoring session via online will be provided and more. Next, Fast Track programme is only available for some chosen group of people such as freelancers, qualified graduates either from private sector or public admission, qualified house wife and potential graduates those are not from the faculties that have been included in GLOW@HLI programme. The Fast Track is different from GLOW@HLI because this training is only consists of individual mentoreing for 2 days and followed by online mentoring for 10 days. Lastly, HRDF which is a premium programme because it's a paid programme unlike the other programmes which are totally free of charge. Freelancers, employers who registered under HRDF and qualified graduates can take part in this programme. The participants have to pay minimum of RM 2500 to get full intensive training, mentoring sessions and some other facilities. Price of the training may vary based on the package offered.

Reflections

I have a learned multiple information about entrepreneurship and freelancing in details through this talk. MDEC has showed to Malaysian one a best platform to gain knowledge freelancing and e-commerce and also showed a pathway to become a freelancer or digital entrepreneur by introducing GLOW. Based on view, I think GLOW is the only one available platform in Malaysia which letting us know about digital entrepreneurship. It encourages Malaysians to learn and excel in digital entrepreneurship likely becoming a freelancer but that doesn't mean it tries to make us lose our job. To be honest that becoming a freelancer or doing some other online jobs is much better than going to 9 to 5 jobs not just because we can have full control over our financial life but also to ensure future. We all are aware of that millions of jobs will be lost for upcoming

revolution. Humans will be replaced by robots and machines in the near future. So, no matter how many phds' we have robots and machines will be qualified for the jobs over humans. It is really hard to survive in this world if we don't take any actions towards it. One of the way is becoming a freelancer.

Furthermore, GLOW will help graduates like us a lot in different ways. For example, if we want to learn about online marketing and its tactics of course we have to find a person who is good in it, but as a student we can't afford to pay the price. Why do I said so? Because its expensive. Fortunately, GLOW provides some of its programme for entirely free like GLOW@HLI. So, we can learn so much of marketing knowledge for free and can generate some side income for our expenses, where we can decrease parents burden. In the future, this can be our full time job where we can be our own boss and take full control over our life.

CONCLUSION:

Overall, MDEC had provided an excellent platform for a lot of persons that have skills but didn't know how to use it.

Fresh graduate who didn't have work, they can enter this freelancing programme that conduct by GLOW. Working in freelancing and project-based job become more important and might be compulsory in a certain field, so this programme is not only beneficial to the job searcher, it also give some benefits to client in term of cut costing, time-saving, and reducing any unnecessary overhead cost that they need to bear.

To conclude this, all universities must give talk to their students about GLOW and MDEC. So lot will students will gain profits from this programme.