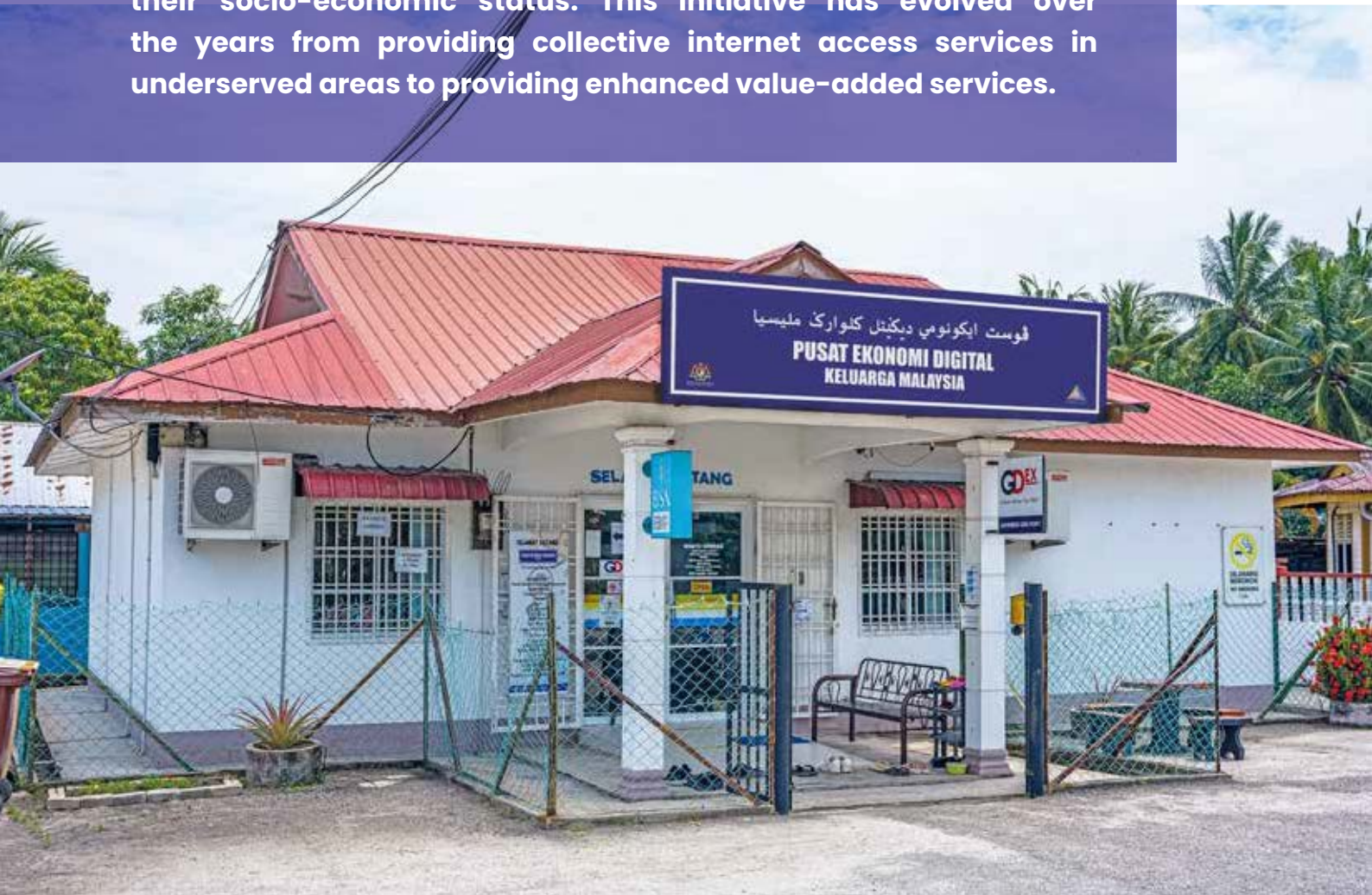


PUSAT EKONOMI DIGITAL KELUARGA MALAYSIA (PEDI)

PEDI commenced its operation in 2007, and is fully funded by MCMC through the Universal Service Provision (USP) Fund.

PEDI aims to empower the local community by elevating their socio-economic status. This initiative has evolved over the years from providing collective internet access services in underserved areas to providing enhanced value-added services.



It has also served to improve the B40 group, including the urban poor, through community development programmes related to Information and Communications Technology (ICT), entrepreneurship and multimedia as well as awareness programmes such as *Klik Dengan Bijak* (KDB) and Personal Data Protection Act. The training and upskilling programmes are conducted by the PEDI personnel and are provided free of charge or at a minimal cost to the registered users. Other services provided by PEDI include printing, laminating, photocopying and scanning with minimal charges.

As consumers are moving towards digitalisation especially through e-commerce and online banking, PEDI has been in the forefront of the local community by offering digital entrepreneurship training to entrepreneurs. In line with the need to embrace digitalisation and accelerate digital economy, MCMC has transformed

Pusat Ekonomi Digital Keluarga Malaysia (PEDi), formerly known as Pusat Internet Komuniti (PIK) into a digital economic centric community and learning centres. The aim is to empower the local community to accelerate the growth of digital economy. The focus now will be to nurture and develop the entrepreneurs to adopt and digitalise their businesses to further accelerate the digital economy.

On 21 November 2021, the Community Internet Centre or Pusat Internet Komuniti (PIK) was officially rebranded and launched as Pusat Ekonomi Digital Keluarga Malaysia (PEDi) by the Prime Minister YAB Dato' Seri Ismail Sabri Yaakob.

Out of the total 911 PEDi planned by the Commission under this initiative, 874 PEDi are actually existing centres. The remaining 37 centres, formerly known as Pusat Internet Desa (PID) under the Ministry of Communications and Multimedia (K-KOMM), are transformed into PEDi. The PIDs were then upgraded with better connectivity, including backhaul transmission throughput of minimum 20Mbps, more facilities as well as value added services to the end users.

On 15 April 2021, the Commission issued an invitation under Regulation 5 of the USP Regulations 2002 for 37 new PEDi. Notification of Approval (NoA) was issued on 1 September 2021 and the project commenced on 17 September 2021 and is expected to be completed in February 2022. These new PEDi will have 5 years of operation period until February 2027.

As of 31 December 2021, a total of 883 PEDi are fully operational nationwide while 28 PEDi are still in progress.




















State	Existing PEDI	New PEDI	Total PEDI	Total Completed PEDI
 Johor	86	4	90	87
 Kedah	73	4	77	74
 Kelantan	70	2	72	72
 Malacca	29	1	30	29
 Negeri Sembilan	50	1	51	50
 Pahang	108	3	111	109
 Perak	66	5	71	67
 Perlis	13	1	14	14
 Penang	1	2	3	3
 Sabah	115	3	118	115
 Sarawak	130	3	133	129
 Selangor	42	6	48	43
 Terengganu	64	2	66	64
 Federal Territories				
 Federal Territory of Kuala Lumpur	21	-	21	21
 Federal Territory of Labuan	2	-	2	2
 Federal Territory of Putrajaya	4	-	4	4
TOTAL	874	37	911	883

Table 3: Number of PEDI by State

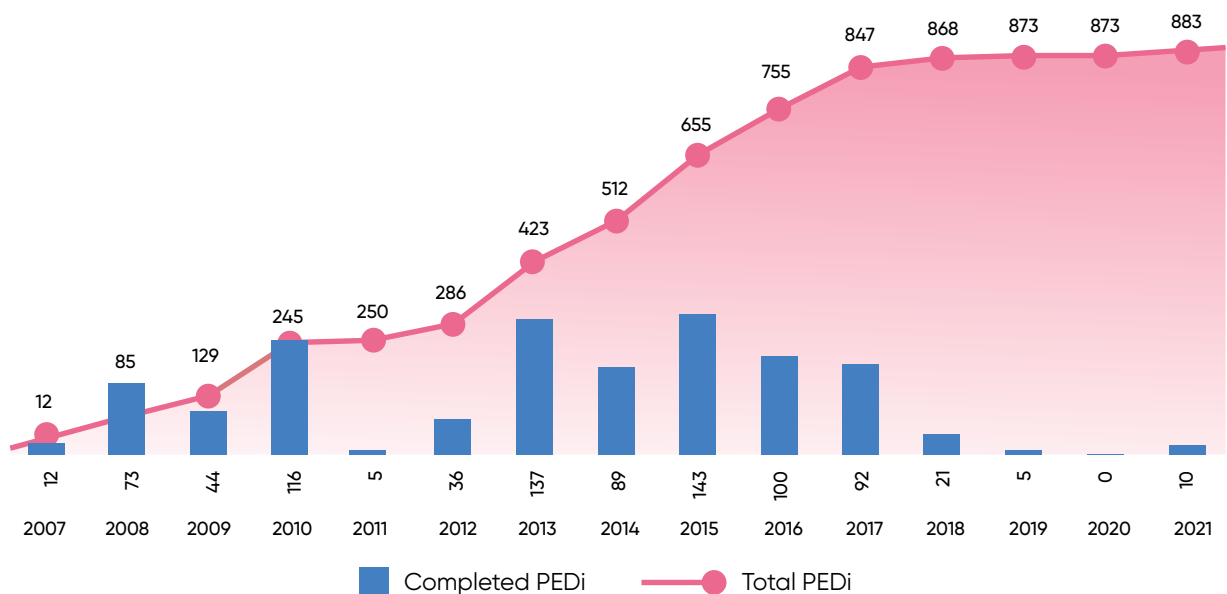


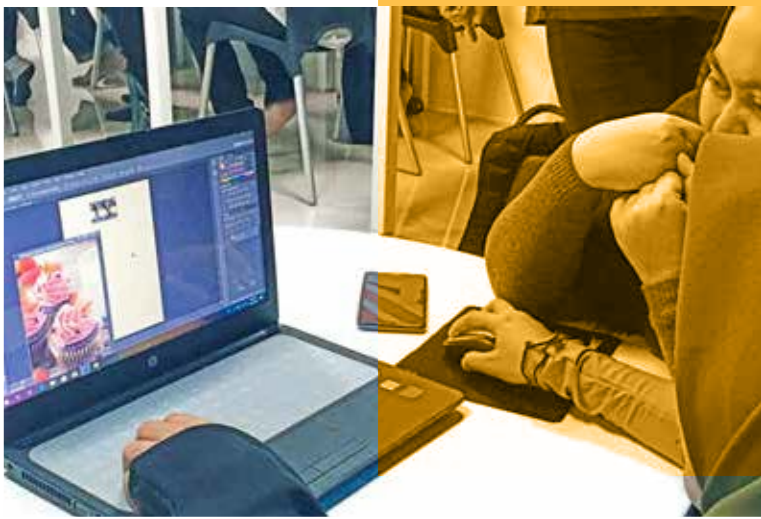
Figure 4: Number of PEDI Completed by Year



Figure 5: Distribution of 37 New PEDI by State

Note:

- 1) The 37 New PEDI are established within the said vicinities or/and adjacent to the previous PID.
- 2) The PEDI locations are identified based on the following:
 - i. There shall be no other collective internet access facilities or commercial internet access centre(s) within a 5km radius from the premises.
 - ii. MCMC State Offices have gathered the information and proposed on the said locations.



PEDi users learning marketing strategy and running online business – MCMC picture

PUSAT EKONOMI DIGITAL KELUARGA MALAYSIA (PEDi) MASJID TANAH



Alhamdulillah, my sales for rendang daging dendeng and rempeyek increased by 50% after participating in the entrepreneurship training conducted at PEDi. I feel grateful to have the opportunity to learn on marketing, packaging, branding and growing my business at PEDi.

*Zainoon Akma Ramli, 53,
Akma Event & Catering*



PEDi has given us many benefits and I hope it will be continued to develop small enterprises especially in rural areas.

*Hasnah Awang, 53,
Ecah Food*



This initiative is part of the Commission's ongoing efforts to bridge the digital divide between urban and rural areas, as well as between served and underserved communities in Malaysia, in accordance with the objectives as specified in sub regulation 3(1) of the USP Regulations.

PEDi Taman Bandar Baharu Masjid Tanah has successfully produced a total of 35 active entrepreneurs in Masjid Tanah and grown their businesses to a higher level.

The manager of Akma Event & Catering is now a successful entrepreneur after almost closing her business due to COVID-19 pandemic, two years ago.

Meanwhile, Ecah Food entrepreneur, Hasnah Awang, 53, who sells various cakes and chips, reckoned that PEDi has helped the company run by her eldest daughter, Aisyah Raya, 30 and now has a small factory in Bandar Bakri, Muar, Johor.